

LIFE



THE NEW NATION OF INDONESIA

14 PAGES OF PICTURES BY
HENRI CARTIER-BRESSON

FEBRUARY 13, 1950 **20** CENTS
YEARLY SUBSCRIPTION \$6.00



*Look for this label... it identifies
the finest wools in the world*

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

New for 1950! Super-powered 16 inch Television from PHILCO!

NEW FROM PHILCO FOR '50—
the last word in 16-inch table model
luxury and performance. In a
luxurious cabinet of striped African
Mahogany veneers, beautifully
matched and cross-banded. With
specially designed table in mahogany
and leather finish. New super-powered
circuits challenge the performance
and picture quality of any set ever
built at any price.



Complete with specially
designed matching table...

Only **\$299⁹⁵***
plus tax
and warranty



PHILCO SUPER 16 INCH TELEVISION in a beautiful Modern-Sheraton console of flawlessly matched mahogany veneers with full length doors. With Philco Electronic Built-In Aerial System needs no aerial installation in any good signal area. Has No-Glare Optical System and new super-performance circuits. Model 1633.

\$379⁹⁵*
plus tax
and warranty

with Philco Electronic Built-In Aerial System — with Philco No-Glare Optical System — with sensational new super-powered circuits—with performance that challenges all comparison!

Newly designed and engineered from super-powered chassis to distinguished cabinet—this great new 1950 Philco gives you a huge 145-square inch picture on a 16 inch tube—for only \$299.95.

It's a truly magnificent television set—with the amazing No-Glare Optical System that at last makes television viewing easy on the eyes

—with the new Philco super-sensitive circuits that give you the utmost in reception even where others fail, and a new high in true-to-life picture quality.

And remember it's a Philco!—with the amazing Philco Electronic Built-In Aerial System—proved definitely to be as much as 3 to 1 more effective than any other. In up to 8 out of 10 locations you need no aerial indoor or outdoor. You pay no installation costs—you buy no extras. The advertised price is the final price.

See—and compare—the magnificent new 16 inch Philcos at their sensational low prices. At your Philco dealer's now.

*Prices slightly higher in South and West



PHILCO
—the television set
you just plug in and play!

A "Family of 3" with your interest at heart!



Only with soft, strong Kleenex Tissues can you pull one at a time (not a handful!)—and have the next pop up, ready to use. It's your best buy in tissues!

**Only
Kleenex**

serves you one at a time

... to end waste, save trouble ... whether you buy Kleenex Tissues in the familiar "Serv-a-Tissue" box ... the handy new Pocket-Pack, or new Kleenex Eyeglass Tissues.*



NEW Kleenex Eyeglass Tissues

You can see far better—when you clean your glasses with New Kleenex Eyeglass Tissues! Silicone-treated on both sides, each tissue's big enough—strong enough—to rid your "specs" of dust, dirt, smears—without tearing. Leaves lenses sparkling, lint-free! So easy, so thrifty to use, for Kleenex Eyeglass Tissues serve you *one at a time*. 10c for a month's supply.



NEW Kleenex Pocket-Pack Tissues

Have fresh, smooth Kleenex wherever you go—now, with this convenient Pocket-Pack! *Extra-soft*, strong, full size Kleenex Tissues (24 sheets—12 pulls) in a new *tiny package* that snuggles in your purse or pocket, serves you one at a time. Handy when traveling—shopping—in your office. Just perfect for youngsters at school. Only 5c. Carton of 12 packs 55c.

Don't take "just tissues"... get

Kleenex

your best buy in tissues

*U. S. REG. U. S. PAT. OFF.

Women,
especially,

welcome Delsey's
greater absorbency

This new, softer toilet tissue meets women's
special need for *extra* absorbency—*extra* daintiness

Women have asked, "Can't there be a toilet tissue that
is really absorbent—soft, like Kleenex Tissues?"
Now, the makers of Kleenex answer—with Delsey, the
gentle, *more absorbent* toilet tissue that meets women's
particular requirements. So wonderfully different,
your entire family will appreciate Delsey!

It's a pure white tissue, double-ply for extra strength.
Soft as only the makers of Kleenex can make it, Delsey
is designed to absorb moisture quickly and completely.

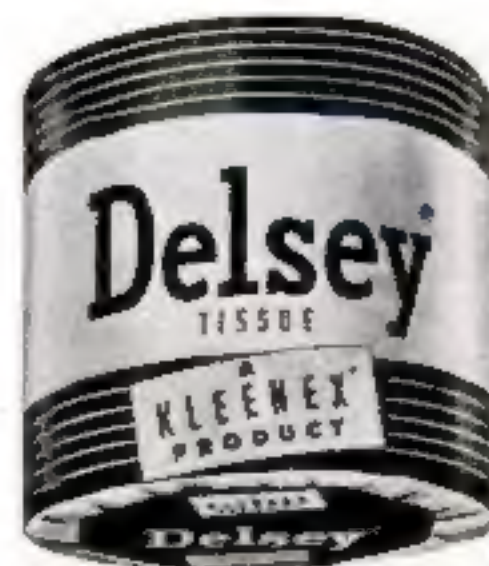
Helps prevent chafing . . . assures greater comfort,
cleanliness, personal daintiness. And Delsey contains
no impurities which might irritate sensitive membranes.

Delsey's extra comfort and protection costs only a few
extra pennies a month. 7 rolls only one dollar.



DELSEY* is soft and absorbent
...like KLEENEX* tissues

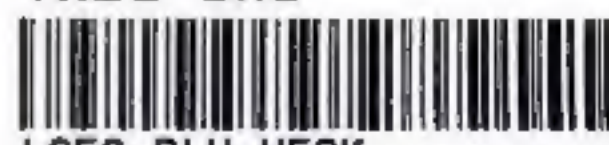
Double-ply for extra strength



2 for 29¢

*T. M. REG. U. S. PAT. OFF.

This One



LCEO-BLH-HEOK copyrighted material

"COTTON BELLES"

by Seamprufe®

make their exciting debut



White, pink, blue, yellow; 32-38.
About \$4.00

White only; 32-38. About \$4.00

White, pink, blue, yellow; 32-40. About \$3.00

White only; small, medium, large.
About \$4.00

The only lingerie fashioned of Wamsutta* Fabric

Newly feminine, newly flattering, frankly flirtatious... delightfully designed for you

by Seamprufe! See the complete (Sanforized*) "Cotton Belles" collection, fashioned

of Wamsutta fabric at your favorite store. From \$3.00 to \$4.00

*Reg. U. S. Pat. Off.

SEAMPURFE INC., 412 FIFTH AVENUE, NEW YORK 18, NEW YORK

TAKE YOUR CHOICE!

Any 3

BEST-SELLERS

ON THIS PAGE... VALUE UP TO \$9.00 YOURS FOR ONLY \$1.00 IN PUBLISHERS' RETAIL EDITIONS

\$1

Send No Money Now!

An Amazing Offer to New Dollar Book Club Members

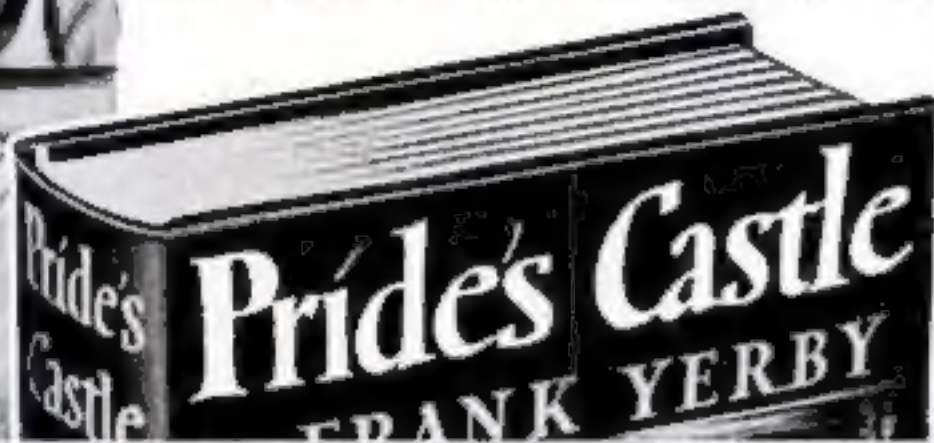
WHAT A BARGAIN! Choose your own big TRIPLE-THRILL package of book entertainment—for only \$1.00! Take any three of the new, full-size, handsomely bound books on this page—top fiction hits by America's most popular authors! A retail value of \$8.00 to \$9.00 in the publishers' original editions—yet we'll send you all three for only \$1.00 if you join the Dollar Book Club now. Here's a big generous sample of the fascinating reading and huge savings that nearly a million families enjoy through this Club! Send no money—mail coupon below.



Newest Hit by the Author of THE GOLDEN HAWK!

PRIDE'S CASTLE by Frank Yerby

IN New York's gilded robber-baron society of the 1870's, you could buy anything for money—even a lover. And although Esther Stillworth was so beautiful that she could have almost any man in town, she could not have the one man of her choice except at a cash price—\$40,000,000! Frank Yerby's most unusual and dramatic love story!



The Most Surprised Bride in All England!

LORD JOHNNIE by Leslie T. White

THE ravishing Lady Leanna wed Lord Johnnie the Rogue on his way to the gallows, and planned to forget him; but slippery Johnnie came back, breathless but arrogant, to claim his wedding night! A tale of strange love and adventure on land and sea that will hold you spellbound!



Lure Her If You Dare—but Beware Her Deadly Sting!

THE QUEEN BEE by Edna Lee

FLATTER her, be a willing slave to her beauty and wanton charm, and she'll adore you. Cross her, and you'll take the consequences! Ask her husband, her sister-in-law, her young niece who dared to challenge her for possession of a man! You've never met a heroine so bewitching—and so dangerous! The new hit by the author of The Web of Days.



The Story of Beautiful Anne Boleyn

BRIEF GAUDY HOUR by Margaret Campbell Barnes

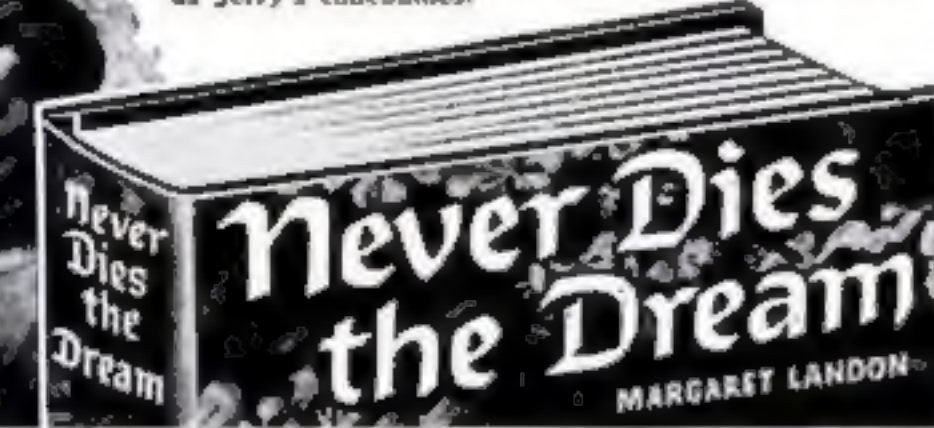
ANNE Boleyn was one of the most fascinating women who ever lived. Here is the story of the lovely and passionate girl who became Henry VIII's wife and discovered the extremes of ecstasy and sorrow. Rich with the grandeur and color of England at the height of its Tudor magnificence.



By the Author of ANNA AND THE KING OF SIAM!

NEVER DIES THE DREAM by Margaret London

MODERN Bangkok is the colorful background for this dramatic love story. Angela was a typical American girl—Jerry a high-born Siamese prince. When Jerry returned to Siam, Angela went along as his wife. Could this marriage work, with voluptuous serving girls as Jerry's concubines?



Notorious for His Love Affairs—Feared for His Sword!

CLOAK OF FOLLY by Burke Boyce

DASHING and masculine in shining armor or ruffled doublet, Edward De Vere faced a glorious future as favorite in Elizabeth's court and champion of the Tourney. Yet he chose another and dangerous path, as spy for the Queen, masking his true colors beneath a cloak of folly as a social butterfly and roue! Here's a rich, lusty novel, full of pageantry and human drama!



The Only Club That Brings You Best-Sellers for Just \$1

YES, the very same titles sold in the publishers' retail editions for \$2.75 to \$3.00 come to Dollar Book Club members for only \$1.00 each—an incredibly big saving of almost two-thirds!

How is that possible, with book manufacturing costs at an all-time high? First, because of the great economies effected in printing huge editions for so large a membership. Second, because the Club's own great new book plant is designed for large-scale production with savings never before possible.

Take as Few as Six Books a Year!

Membership in the Dollar Book Club requires no dues of any kind. You do not even have to take a book every month; the purchase of as few as six books a year fulfills your membership requirement. You are not only assured of enjoyable reading, but can build an enviable library of modern American fiction, in handsome, permanent editions, at astonishingly small cost!

manent editions, at astonishingly small cost!

Start Enjoying Membership Now

Upon receipt of the attached coupon you will be sent your introductory TRIPLE package of books—ANY 3 BOOKS YOU CHOOSE FROM THIS PAGE—and you will be billed a total of only \$1.00, plus a few cents shipping cost, for ALL THREE. Thereafter you will receive regularly the Club's Bulletin, which describes the forthcoming Club selections. It also reviews many other popular books which you may purchase at the Club price of only \$1.00 each. You may decide to take no books at all at a particular time, and this is your privilege. You agree to buy only six selections a year.

Send No Money—Just Mail Coupon

When you see your TRIPLE book package—and realize these three books are typical of the values you will continue to receive from the Club for only \$1.00 each, you will be delighted to have become a member! Hurry if you want to take advantage of this offer. Mail the coupon now.

Doubleday One Dollar Book Club, Garden City, New York

MAIL THIS COUPON

Doubleday One Dollar Book Club, Dept. 2LM, Garden City, New York
Please enroll me as a Dollar Book Club member and send me at once my triple package of books (check 3 below) and bill me ONLY \$1.00 FOR ALL 3 plus a few cents shipping cost.

☐ *Pride's Castle* ☐ *Lord Johnnie* ☐ *The Queen Bee*
☐ *Brief Gaudy Hour* ☐ *Never Dies the Dream* ☐ *Cloak of Folly*

With these books will come my first issue of the free descriptive folder called "The Bulletin," telling me about the new forthcoming one-dollar bargain book selections and other bargains offered at \$1.00* each to members.

I have the privilege of notifying you in advance if I do not wish either of the following month's selections and whether or not I wish to purchase any of the other bargains at the Special Club price of \$1.00 each. The purchase of books is entirely voluntary on my part. I do not have to accept a book every month—only six during each year that I remain a member. I pay nothing except \$1.00 for each selection received plus a few cents shipping cost.

PLEASE PRINT

Mr. _____
Mrs. _____
Miss _____
Address _____

City _____ Zone _____ State _____ *Same price in Canada:
Occupation _____ If under 21 105 Bond St., Toronto 2.
Age, please _____

Now! Get **NEW** 'Vaseline' Cream Hair Tonic
that suddenly made men say:

"I'LL NEVER CHANGE NOW!"

Because no other hair tonic contains new
wonder-working **Viratol***—assuring natural
looking hair and natural feeling hair
that stays neat all day long!

**REALLY GIVES HAIR THAT
JUST-COMBED LOOK
ALL DAY LONG!**

**Vaseline
CREAM
HAIR TONIC**

*CERTAINLY
BRINGS OUT
THE NATURAL
LUSTRE IN A
MAN'S HAIR!*

*THIS SURE IS THE
CREAM OF THEM ALL
—HELPS YOUR HAIR—
HELPS YOUR SCALP!*

*Special compound VIRATOL in 'Vaseline' Cream Hair Tonic helps make
your hair look natural... feel natural... stay in place actually hours longer!

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cos.'d

LETTERS TO THE EDITORS

SUNDAY IN MISSOURI

Sirs:

... Your story "A Sunday in Missouri" (LIFE, Jan. 23) pictures what we firmly believe is the backbone of our American way of life—sincere, humble faith in God. Such sympathetic yet objective reporting strengthens the faith of all...

THE REV. NEWTON E. WOODBURY
Boston, Mass.

Sirs:

... For one who has been greatly out of touch with the ground springs of church worship in the U.S. because of the highly intellectualized and secularized life on a college campus, the pictorial reminder of the roots of our moral system and the appealing poignancy of simple faith and belief in God encourages hope that man will perhaps glance upward to find the solution to his increasingly insoluble problems rather than to his own limited and erring vision.

JAMES L. LUCAS
Ithaca, N.Y.

Sirs:

... It seems to me that out of the many pictures you made of our town of Mexico, you could have printed at least one that threw the true bright light on our town. Mexico is progressive and thriving...

JANE MARTENS PETTY
Mexico, Mo.

Sirs:

We wish to thank you for coming to our little community and making it the choice for your story in LIFE... The story was wonderful.

My subject the following Sunday was "Looking into Life."

E. E. RICHARDS
Moderator

Mt. Carmel Baptist District
Association
Mexico, Mo.

WILL ROGERS' PLAYMATES

Sirs:

You may well imagine our astonishment at seeing our little daughter, Virginia, holding on to the ears of Will Rogers' horse (Picture of the Week,



LIFE, Jan. 23). She plays daily in the park where the statue stands and, since we know our child, she had been forbidden to climb on the statue. Did she get caught!

OTIS ROGERS
Fort Worth, Texas
P.S. I am sorry I cannot claim kinship to this great American...

CONTINUED ON PAGE 1

NEW LOWER PRICES ON CROSLEY CARS!

Reductions up to \$105. And the 1950 Crosley cars have hundreds of improvements, many exclusive features such as Hydromatic (airplane type hydraulic) Brakes and Crosley engine with rugged cast iron block and 8 to 1 compression ratio. Save with a new Crosley—costs less to buy, less to drive—up to 50 miles on a gallon of regular gasoline.

STATION WAGON:
Price reduced
\$105. Seats 4, or
2 with 1/2 ton
load. All steel.



SEDAN DELUXE:
Price reduced
\$101. Speedline
styling. Rich fab-
ric upholstery.
Seats 4, plus
luggage.

CONVERTIBLE:
Price reduced
\$101. Four pas-
senger. Easy-to-
handle top. Big
luggage space.



HOTSHOT
Price reduced \$57.
A new thrill in
motoring. Amer-
ica's own sports
car. 2 passenger.

Crosley Trucks, both Panel Delivery and Pick-up have also been reduced—\$83 on each model. Dealers and driver agents wanted!

CROSLEY

a FINE car.

You see them everywhere!

IT'S FREE! IT'S NEW!
the 1950 CROSLEY
CATALOG. Write
Crosley Motors, Inc.,
2530-EO, Spring
Greve Ave., Cincin-
nati 14, Ohio.

**Pleasant
TO TAKE**

**Pleasant
IN ACTION**

**Pleasant
FOR CHILDREN
& GROWN-UPS**

When Nature 'forgets'
remember


EX-LAX
THE CHOCOLATED
LAXATIVE

10¢

The most admired patterns...



New SPRING GARDEN

are Sterling Inlaid, the silverplate
with two blocks of sterling 
inlaid at backs of bowls and
handles of most used spoons and forks.

LOVELY LADY

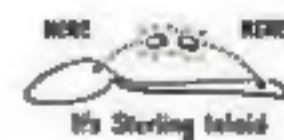
Thus the exquisite beauty of
these four magnificently designed
Holmes & Edwards patterns
stays lovelier longer.

DANISH PRINCESS*

Particularly note Spring Garden,
the gay, new favorite. 52 piece
service for 8, chest included,
in all patterns, \$68.50.

YOUTH

HOLMES & EDWARDS
STERLING INLAID®
SILVERPLATE



*ALL PATTERNS MADE IN U. S. A.

NEVER BEFORE!



● Bargain for the family! Assorted colors. Famous tufted brush or Masso professional style. Stock up!

Offer good only in Continental U. S. A. and Hawaii.

PRO-PHY-LAC-TIC TOOTH BRUSHES

Bristled with DUPONT NYLON

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Your happy photograph of the horseback statue of my father in Fort Worth has a nostalgic look for me, my brother Jim and sister Mary, for we used to do that years and years ago when he rode around our yard on his tame little roping pony called Dopey.

WILL ROGERS JR.

Beverly Hills, Calif.



ROGERS AND FAMILY: L. TO R. WILL JR., JIM, WILL, MARY

STANDARD OIL BIRTHDAY

Sirs:

Your Standard Oil Birthday Chart (LIFE, Jan. 23) gives the impression that descendants of the five original founders of Standard Oil today dominate and have in one connected system a vast industrial empire. Actually there is no such interconnection of relationship as the chart shows. Standard Oil Company (Indiana) became entirely independent in 1911. . . . There is absolutely no such interrelationship with other companies.

Also the implication that the original founders' families are a great force in current ownership of this company is incorrect. . . . For many years no institutional stockholder has owned so much as 5% of the stock of our company, and no individual has owned so much as 1%. . . .

ROBERT E. WILSON

Chairman of the Board

Standard Oil Co. (Indiana)
Chicago, Ill.

Sirs:

In the Standard Oil Birthday Chart you have used 1939 figures. Have these percentages of ownership changed? Do they include not only holdings of the individual family members but also those of enterprises like the Rockefeller Foundation?

How about the independence of Standard Oil companies? What relationship is there between them? . . .

C. ROBERT PAUL JR.

Wynnewood, Pa.

● LIFE listed stock holdings by family, not by individuals. The holdings of John D. Rockefeller Jr.'s family included those of the Rockefeller Foundation, which the family endows but does not control. As LIFE's story stated, the original trust was broken up into many separate companies in 1911. They act independently and often competitively.—ED.

Sirs:

The Orson automobile indicated on your Standard Oil Birthday Chart was not exactly a William Rockefeller project. I originated the Orson automobile idea in 1905, and William and Percy Rockefeller were two of the original 100 "subscribers."

The idea was to build the best car possible regardless of cost. When 100 cars were delivered the subscribers

CONTINUED ON PAGE 11

Terrific!...and Only \$1



THE BRA FAVORITE OF MILLIONS



...And 4 million women can't be wrong! Superb style and fit plus real value have made this one of America's most popular bras...

Get yours TODAY! Rich rayon satin. White, pink, blue, black. 32-36 A; 32-38 B; 34-40 C. (Also fine broadcloth.)

Lovable Brassiere Co., Dept. L2, 358 Fifth Ave., NYC 1

YOU'LL LOOK LOVELY, TOO,

IN A Lovable BRA

IT'S ALWAYS TIME to carry NATIONAL CITY BANK TRAVELERS CHECKS



In London, England, or in any other London, your money is safe and spendable...days, nights, or Sundays...in National City Bank Travelers Checks. Refunded if lost or stolen. Good until used. Cost 75¢ per \$100. Buy them at your bank.

NATIONAL CITY BANK



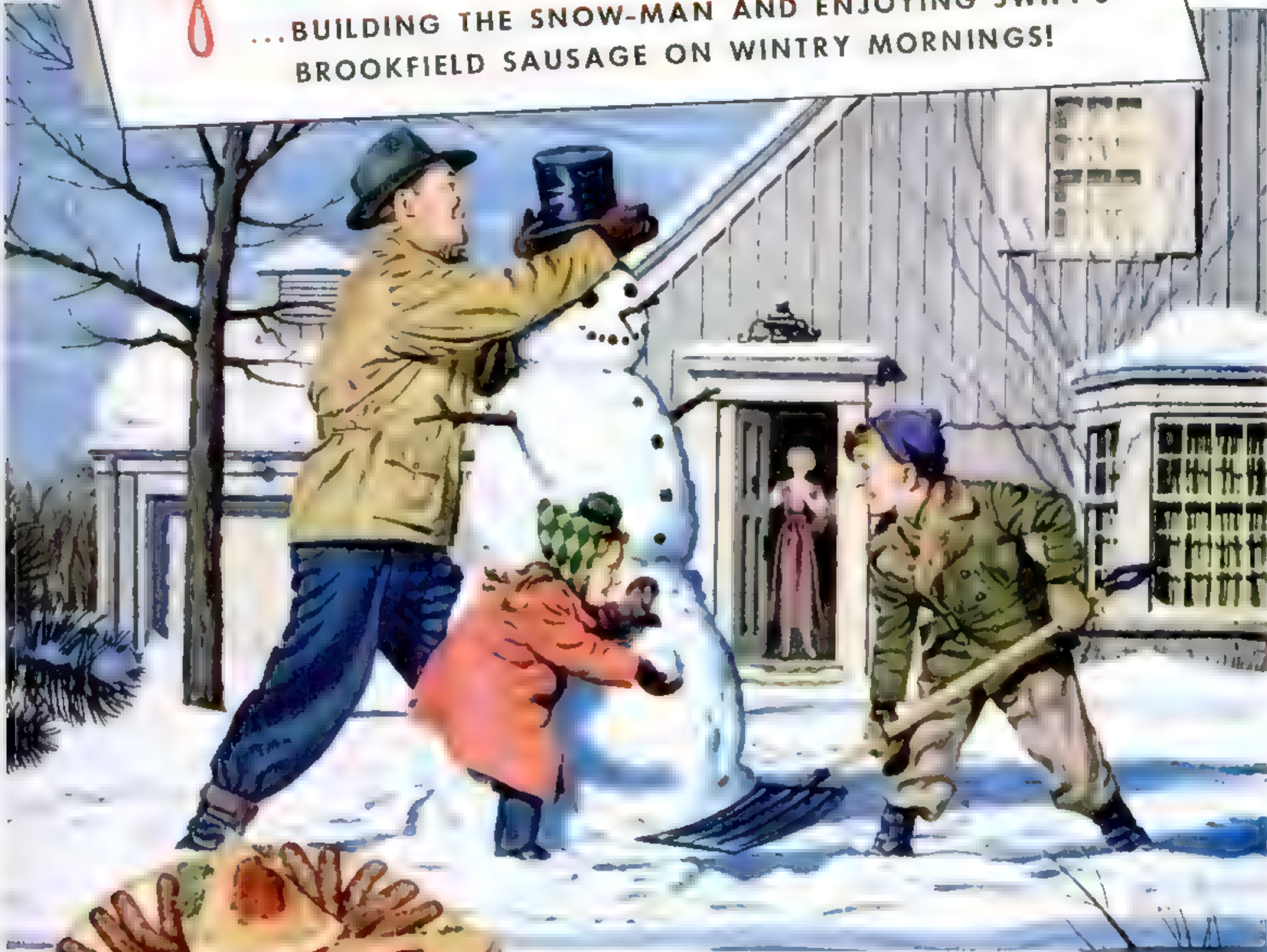
TRAVELERS CHECKS

BACKED BY THE NATIONAL CITY BANK OF NEW YORK

First in World Wide Banking
Member Federal Deposit Insurance Corporation

Great American Customs—

...BUILDING THE SNOW-MAN AND ENJOYING SWIFT'S
BROOKFIELD SAUSAGE ON WINTRY MORNINGS!



Delicious "Just-Right" Seasoning makes

SWIFT'S BROOKFIELD SAUSAGE

America's favorite!

To countless families, blustery mornings call for sculpturing a jolly snow-man and a hearty sizzling breakfast of Swift's Brookfield Sausage.

They want America's favorite because the seasoning is "just right". For Swift's delicate blending of fine spices with selected cuts of pure pork re-

sults in succulent, savory links . . . not too spicy, not too mild.

What a wonderful way to feed your family energy! For Swift's Brookfield Sausage is rich in high quality proteins rich in vitamin B. And these links or meat for patties are made fresh daily in spotless Swift kitchens from coast to coast.



FEATURED THIS WEEK AT FINE FOOD STORES EVERYWHERE!

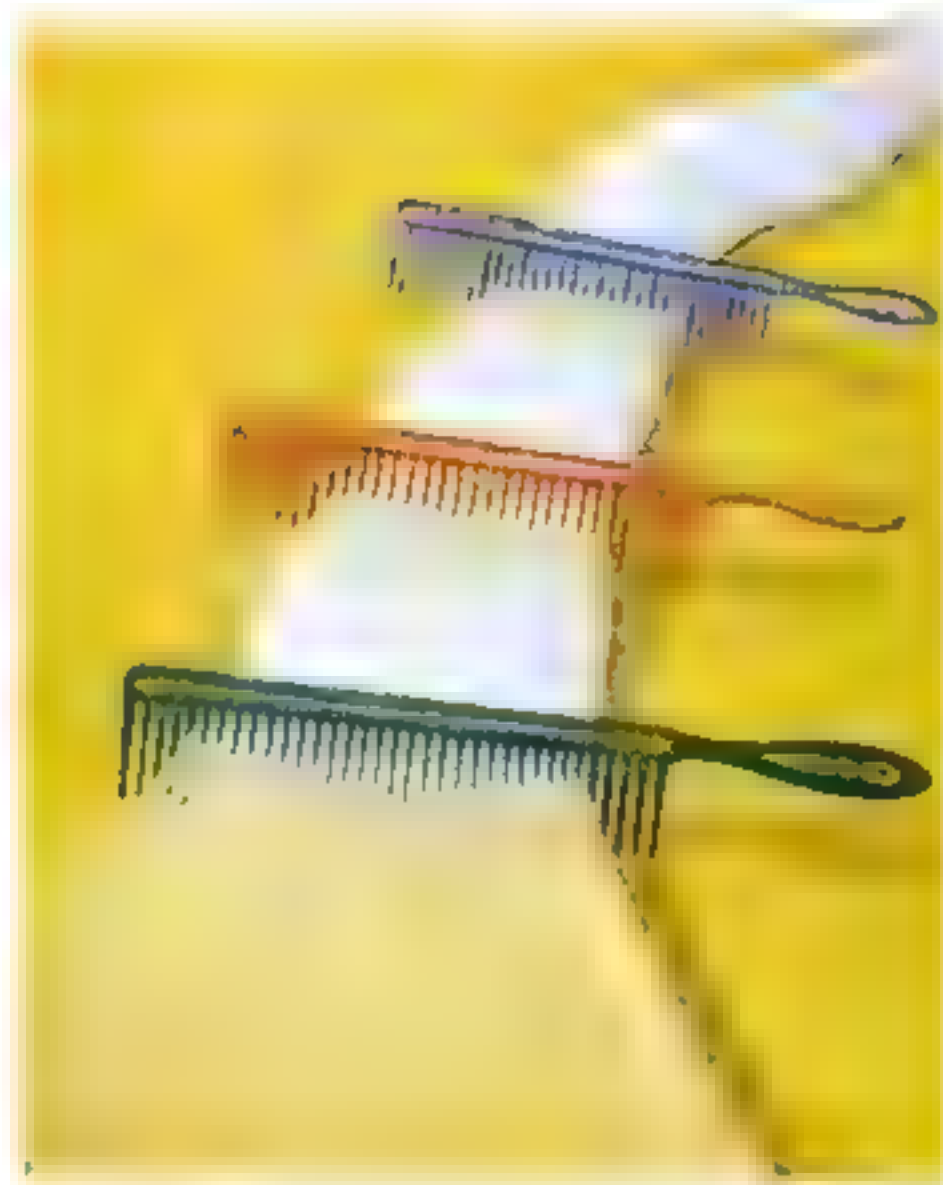
Make your sheet-money sing a lulla-buy!



Your **CANNON GIRL** says: Here's music for your ears. These loveliest of sheets are your best buy!



Yes - Cannon Percale Sheets!
-smooth, sleek as a **DOVE'S WING**
-gently priced, today the biggest value ever!



Your favorite Cannon Percales are **COMBSPUN!** Finest cotton is combed and combed till only long sleek fibers remain!



Dreamy Cannon Combspun Percale Sheets are **MOONBEAM-LIGHT** (easier for laundering) - **PINE-TREE STRONG** (for wear).



They also come in new pastel **WATER COLORS**, glorious shades for bedtime glamour. (Priced slightly higher.)



Shop today - compare prices and values! Your sheet-money buys more when you step up and ask for "**CANNON COMBSPUN PERCALES!**"

Cannon Combspun Percale Sheets



Are you in a JUICE RUT?



DELIGHT YOUR FAMILY WITH
A CHANGE IN FRUIT JUICE!



SUNSWEET PRUNE JUICE



as prepared and distributed by the makers of
MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

LETTERS TO THE EDITORS

CONTINUED

would decide whether to finance large-scale production. The subscribers included bank officers, N.Y. Stock Exchange members and other top executives. Total assets of the group exceeded half a billion dollars. . . . The model car was delivered, and a meeting was held. The decision was made that the automobile business would soon reach the saturation point and that it would be unwise to enter the business on a large scale. . . .

ORSON KILBORN

Southport, Conn.

TROPICAL FISH

Sirs:

In your color picture of tropical fish (Life, Jan. 23) four fish are labeled "Head-and-Tail-Light" (#23), but two—in the middle—are *Hypessobrycon heterorhabdus*, commonly known as *Hemigrammus ulreyi*.

I. L. STRAUSS

The Westchester Aquarium
Harrison, N.Y.

● Both fish are *Hypessobrycon heterorhabdus*. Life misplaced its label. So do many fish fanciers, who mistakenly refer to them as *Hemigrammus ulreyi*.—ED.

Sirs:

You say that in a community tank a Betta will do no harm. I disagree. Our Betta, Albert, is a bully. He took command of the feeding ring immediately on being put in with the rest of our tropicals. No one else could get near it. Our snails, which are very helpful and harmless, are afraid to come out of their shells for fear Albert will be there to swipe at them. A female black mollie went too near him one day, and guess what? The Betta ate! . . .

RICHARD B. GREEN

New York, N.Y.

Sirs:

We had a male Betta in a tank with other tropical fish. He killed all of them. We then got a female Betta and she killed the male. She also bit off the feelers of a snail. We call her *Lucrezia Borga*.

MRS. C. D. WELLES JR.

Toledo, Ohio

● Fish experts still consider the Betta companionable with other fish, although allowances for individual temperament must be made.—ED.

Sirs:

As the photographer who took them, I wish you would mention that all the pictures in the tropical fish story, not the center spread only, were taken at the New York Aquarium.

LILLO HESS

New York, N.Y.

FAME MOCKS MOVIE STAR

Sirs:

Has Lamberio Maggiorani of *Bicycle Thief* (Life, Jan. 23) had any better luck lately?

DAVID A. REDDING

Springfield, Ill.

● Yes. An Italian company is considering making a film about his life, has offered him the lead. He has also been invited to Hollywood to play in a melodrama about the Black Hand. Right now he has a temporary job as a radio actor in Rome.—ED.



↑ It makes butter-brown waffles!

Insert the large aluminum waffle grids in the stunning new General Electric Combination Sandwich Grill and Waffle Iron—and in a jiffy you have four tempting waffles, hot and fluffy and ready to serve!

Or you remove the grids, and toast delicious sandwiches, fry bacon and eggs or even steaks—all right at the table!

↓ It toasts delicious sandwiches!



\$19.95 (Incl. Fed. Exc. Tax). Price subject to change without notice.

It's the beautiful new...

General Electric Combination Sandwich Grill and Waffle Iron!

IT'S FINISHED in sparkling, long-lasting chrome plate, equipped with cool, plastic handles. Its modern, graceful lines make it so easy to keep clean, too.

Automatic, a turn of the "Temperature Selector" gives you the just-right heat quickly. A "tell-you-when" light

goes off the minute you have it.

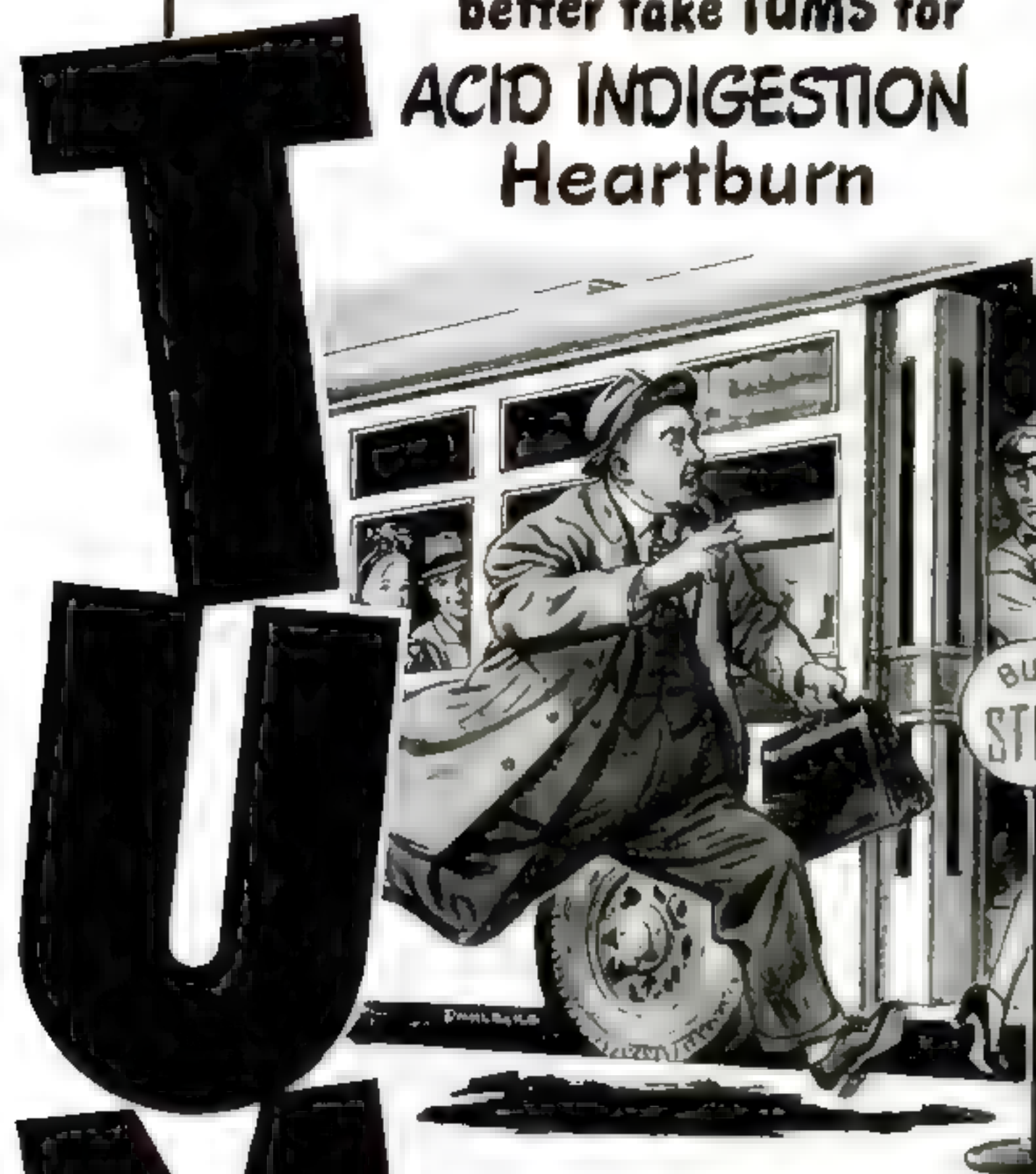
Automatic Model illustrated (and the Standard Model at \$14.95) comes complete with waffle and sandwich grids. Also a recipe booklet you'll want to use. General Electric Co., Bridgeport 2, Connecticut.

YOU CAN PUT YOUR CONFIDENCE IN...

GENERAL  ELECTRIC

CONTINUED ON NEXT PAGE

When you Hurry...when you Worry
better take TUMS for
ACID INDIGESTION
Heartburn



Yes... better take Tums! Take Tums along, wherever you go—take one or two at the first hint of acid distress—and get almost instant relief from acid indigestion, gas and heartburn! There's nothing surer, nothing faster than Tums! And they're handy as candy mints. Nothing to mix—take Tums any time, anywhere. Remember—Tums contain no baking soda. No danger of overalkalizing, no acid rebound. Get Tums today—always have them in your pocket or purse. Still only 10¢ a roll; 3-roll package, a quarter.

Quick Relief for
ACID INDIGESTION
HEARTBURN



Tums present
Fanny Brice as "Baby Snooks"
Every Tuesday Night, NBC Network
for the tummy

Try one or two Tums after breakfast. See if you don't feel better!

TUMS ARE ANTACID—NOT A LAXATIVE

When you feel bad due to constipation, use dependable Nature's Remedy—NR Tablets. Nature's Remedy is mild, purely vegetable—relieves constipation without the usual griping, sickening, perturbing sensations.

GET A BOX TODAY, YOU'LL BE CONVINCED.



LETTERS TO THE EDITORS

CONTINUED

COVER

Sirs:

Please tell me whether it is a boy or a girl on the cover of your Jan. 23 issue.

PAUL ROBINSON

Wichita, Kan.

Sirs:

What is happening to women? They look like very efficient buttons—small, shiny, eager and empty little faces.

T. W. PETERS

Wichita, Kan.

Sirs:

I have had a sneaking suspicion ever since Sargeant's article in the Mid-Century Issue that Dark Age III was just around the corner. Can't something be done about it?

JOHN VAN DYKE SAUNDERS

Nashville, Tenn.

• Winthrop Sargeant agrees. "The Dark Ages are approaching faster than I had anticipated," he says. Further evidence of the clouding of our culture appeared in LIFE last week in the Sequel, "Some New Fig Leaves for Adam," on the ways in which designers want to feminize male fashions.—ED.

Sirs:

Let's hope they can wear our shirts better than they have our pants!

MAX C. MAIN

Delaware, Ohio

Address the Editors
at 9 Rockefeller Plaza
New York 20, N.Y.

Please
send



to _____ NAME

_____ ADDRESS

CITY _____ ZONE _____ STATE _____

ONE YEAR AT \$6.00

(1 year at the single copy price would cost you \$10.40)

I enclose \$ _____

Please Bill Me ☐

Give to your newsdealer or to your local subscription representative

or mail to **LIFE**

540 N. Michigan Ave., Chicago 11, Ill.
L-2 13

"I'm a teacher..."



I can't afford CORNS, can you?"

"Teaching is important—I don't dare risk sore feet. So the minute a corn appears, I use a BLUE-JAY Corn Plaster." Nupercaine*, exclusive with BLUE-JAY, soothes surface pain; gentle medication loosens hard "corns," you lift it out in a few days! You can't afford corns, either. Get BLUE-JAY today. FREE booklet! "Your Feet and Your Health." Write Dept. LFO-2, BLUE-JAY Products, 131 S. Franklin St., Chicago 6, Ill.

*Reg. U.S. Pat. Off. Chas. Brand of DIBUCAIN



AMERICA'S
Largest Selling
CORN PLASTER



—The Ideal Valentine Present!



No. 2436
Functional Modern in
Avalon, with tray No.
2437, similar chest, in Amer-
ican Walnut. While they
last, \$47.95 each

**Save \$10 on Lane's
Valentine Special**

Thrill her on February 14 with the
gift that starts the home. The perfect
present for sweetheart, wife,
daughter, mother, or sister.

LANE CEDAR
HOPE
CHEST

There is a Lane for every room, with exter-
iors in all popular woods and finishes to
harmonize with all types of furniture.
Guaranteed Moth Protection. At furniture
and department stores.

THE LANE COMPANY, Inc., Alexandria, Va.
Write Attention Dept. L27 for information, if desired.



EMPHASIZING FREEDOM AND FLUID LINES, PLAYTEX SLIMS YOUR SILHOUETTE, GIVES YOU THE "FIGURE OF THE 1950's."

PARIS DESIGNERS ACCLAIM INVISIBLE PLAYTEX® GIRDLE AS PERFECT WAY TO THE "FIGURE OF THE 1950's"

For years, no new fashion has created such a sensation as the narrow-skirted, slim silhouette seen in current Paris collections.

And leading Parisian designers do agree that these slender fashions of the 1950's call for the *figure* of the 1950's, the slim,

young, supple PLAYTEX figure.

For PLAYTEX combines amazing figure-slimming power with complete comfort and freedom of action. Made of tree-grown liquid latex, without a single seam, stitch or bone, PLAYTEX slims and trims the figure

naturally, fits invisibly under 1950's slim-hipped dresses. And it washes in seconds, pats dry with a towel.

Just wear the sensational PLAYTEX Girdle, and see how slender you'll look in *all* your new clothes.



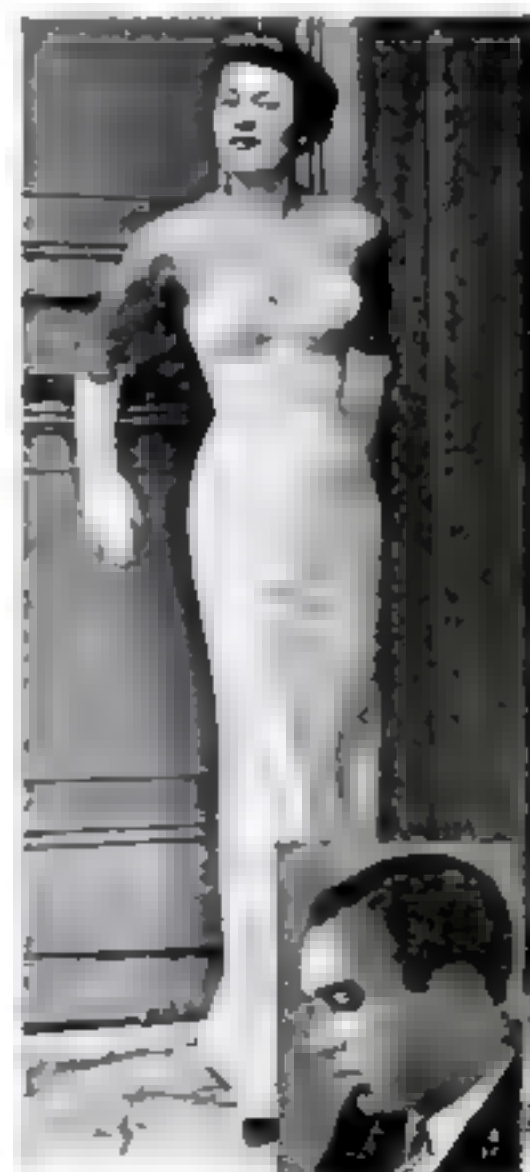
PIERRE BALMAIN, brilliant Paris originator: "To me, the figure of the 1950's is a PLAYTEX figure—so alive, so trim, so young!"



ROBERT PIGUET, talk of Paris showings: "My designs require the figure of the 1950's. A figure you can have—with PLAYTEX!"



COMTESSE DE POLIGNAC, head of House of Lanvin: "The slim, supple figure of the 1950's is so easy to achieve with PLAYTEX!"



MARCEL ROCHAS, Paris designer: "PLAYTEX will give you the slim hips, the supple silhouette so necessary to 1950's fashions!"

GIRDLE OF THE 1950's is PLAYTEX — at all modern department stores and specialty shops, everywhere. In Blossom Pink, Heavenly Blue, Gardenia White.



... in **SLIM** silvery tubes
PLAYTEX LIVING® GIRDLE . . . \$3.50 to \$3.95 (Extra large size slightly higher). Choose your size according to your own waist and hip measurements: extra small, small, medium, large and extra large—there's no fitting problem with PLAYTEX.

HEARD ABOUT PINK-ICE? It's the newest of the PLAYTEX Girdles—shimmering-smooth, extra cool, light as a snowflake, fresh as a daisy, actually "breathes" with you . . . in SLIM, shimmering pink tubes \$3.95 to \$4.95

INTERNATIONAL LATEX CORP'N.
Playtex Park © 1955 Dover Del.

SPEAKING OF PICTURES . . .

American babies answer questions
as expressively as any Frenchman

The broad possibilities of the photographic interview in which the subject answers questions simply by changing his facial expression remained relatively unexplored until Photographer Philippe Halsman conducted his now famous session with French Actor Fernandel (*LIFE*, Dec. 28, 1948). Fernandel, who doesn't speak English, answered Halsman's questions in pantomime with his fluid Gallic face. Halsman's photographs were so striking that they were incorporated into a book, *The Frenchman*, which is currently a best seller. Now the pantomimic interview has been carried further in a new book published this week, *The Baby* (Simon & Schuster, \$1), in which the subjects are unable not only to speak English but to speak at all. Photographer Constance Bannister, a contributor to the book, insists that American babies are just as expressive as full-grown Frenchmen. She feels she proves her point by the pictures on these pages which are answers to the questions listed below.

- 1) What is your opinion of Hedy Lamarr?
- 2) Don't you realize there are colleges other than Harvard?
- 3) And how are things around your house?
- 4) What do you think of the international situation?
- 5) Did you notice how the Market closed today?
- 6) Do you believe that hemlines will be higher this year?







Many men today are actually paying the Florsheim price, without enjoying Florsheim quality. Since price is not a factor, why not choose the finer fit, the longer wear that have made Florsheim Shoes America's standard of value for almost 60 years. You're paying the Florsheim price; why not wear them?

Florsheim Shoes



The Warwick, S-1245, velvet calf Norwegian front, \$18.95

Other styles \$15⁹⁵ and higher

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

LIFE'S REPORTS



SPRIT OF JOAN OF ARC gives courage to the militant ladies Anita Pollitzer (left) and Alice Paul, tireless veterans of the National Woman's Party.

SENATE'S LADIES' DAY

Belligerent women and brave senators battle in Congress over the equal rights amendment

by ALYCE MORAN and FRANK McNAUGHTON

WASHINGTON, D.C.

Not so long ago President Truman, in one of his off-the-cuff speeches to a women's political club here, took note of the fact that women now number nearly 52% of U.S. voters. "If we don't look out, if we don't look out," he repeated ominously, "we will probably have a feminine government some day."

The President's remark, intended mostly for what comedians call a "throw-away line," nevertheless contained some of the shrewd political insight for which Harry Truman is famous. For official Washington knows as well as the humblest ward heeler that the women have definitely come of political age. That explains the enormous political power of India Edwards (head of the Women's Division of the National Democratic Committee). It also explains why Mrs. Edwards has been able to wangle diplomatic plums for such politically helpful ladies as Perle Mesta (Minister to Luxembourg) and Eugenie Anderson (Ambassador to Denmark).

Naturally enough, the phenomenon has been trumpeted most loudly by the women themselves—in particular that swarm of crusading ladies who last week were bustling through Washington, haranguing women's clubs and buttonholing congressmen. Most of these ladies were leaders of the National Woman's Party, probably the most militant women's organization in the country and certainly the most persevering. For 27 years they have sustained their siege, arguing for what they consider the only method for recognizing the equality of women in the U.S. Their argument: stop discrimination against women by erasing any and all laws, federal and local, that *do* discriminate for or against women. Recognize once and for all (they demand) that women are equal to men in all respects, that they need no legislation to protect them—or to protect men against them. So for 27 years they have struggled to get through either Senate or House their amendment to the Constitution: "Equality of rights under the law shall not be denied or abridged by the United States or by any state on account of sex."

The long campaign almost flopped before it got started. "In 1923," says 65-year-old Miss Alice Paul, "no less than 16 national women's organizations opposed it—the women we had gone to prison to enfranchise," she adds bitterly. But these ladies do not give up easily.

CONTINUED ON PAGE 18



SERVICE THAT NEVER SLEEPS... Whatever the need or the hour, the telephone is on the job—ready to take you where you want to go, quickly and dependably. Telephone service is one of the few services available twenty-four hours a day—weekdays, Sundays and holidays. Yet the cost is small—within reach of all... Bell Telephone System.



*You'll have a sound
SLEEP all night!*

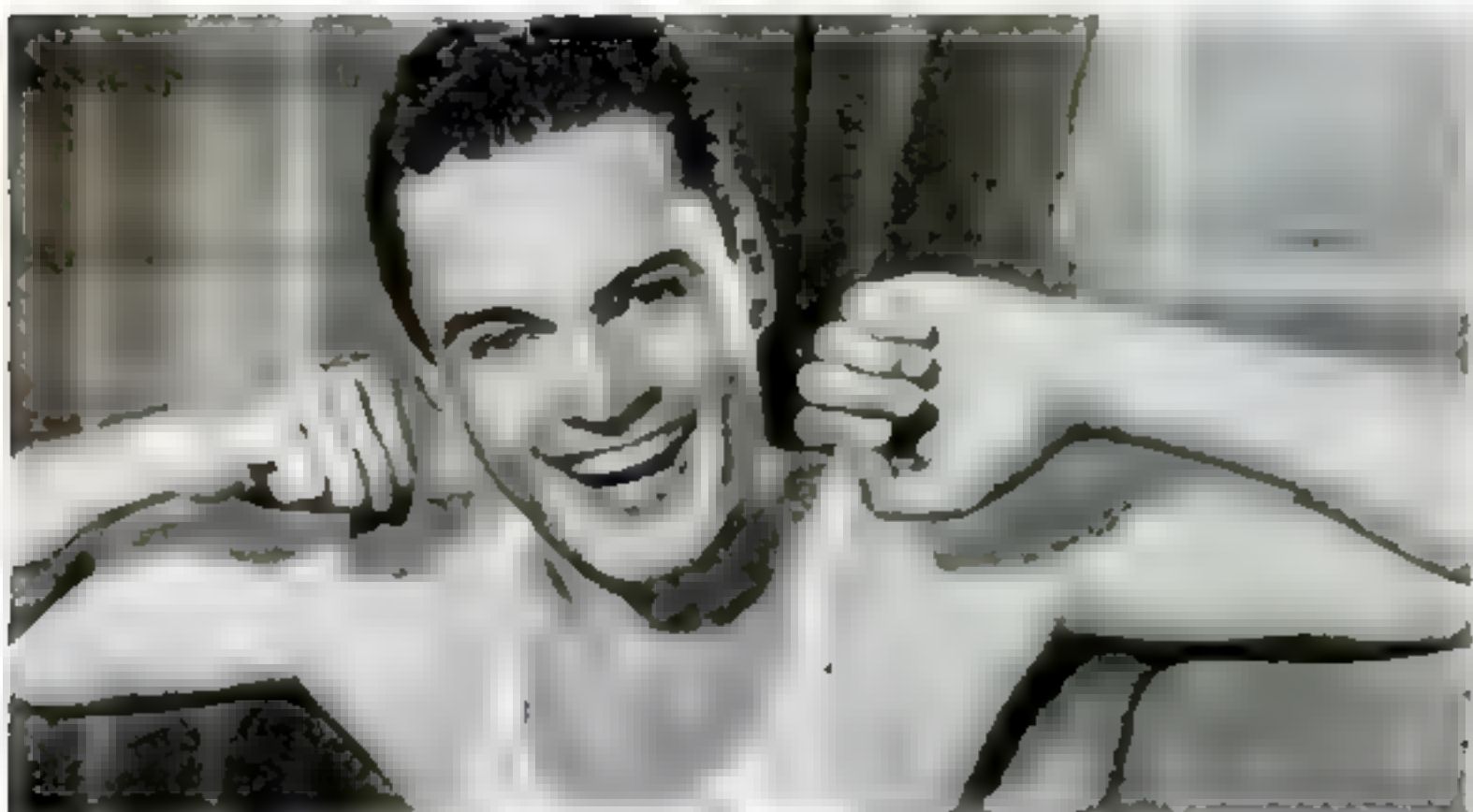


He can thank Phillips' ANTACID ACTION for this!

There's no reason in the world to put up with that restless, fretful, can't-get-to-sleep feeling which acid indigestion can cause. This condition—which often accompanies constipation—can be relieved with amazing speed. Just take Phillips'

Milk of Magnesia at bedtime when necessary. One of the fastest, most effective stomach acid neutralizers known to science, it eases away your acidity almost before you know it... and you're deep in peaceful slumber.

*...and a day feeling
BRIGHT!*



He can thank Phillips' LAXATIVE ACTION for this!

After a good night's sleep, you'll awaken in the morning feeling wonderfully rested. This is because Phillips' Milk of Magnesia is an excellent *antacid*. But Double-Action Phillips' is also a marvelous *laxative*. And the gentle, effective constipation relief it brings will help you start the new day feeling refreshed and bright—ready for anything!



Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes.



EQUAL RIGHTS LEADER Agnes Wells (left) plots to gain rights.

LIFE'S REPORTS CONTINUED

Indeed, some who were here last week still wear the silver cage-and-chain-lock pin that identifies them as the true veterans of the suffragette movement, those who actually went to jail.

This year things looked far brighter for the ladies than ever before. Congressmen were beginning to catch on to the simple political fact voiced by the President. Ambushing the congressmen in the Capitol corridors, the ladies stepped up their campaign. Said Emma Miller (first vice chairman of National Woman's Party), "We women... are still not persons in the Constitution.... Out in California through the chivalry of the laboring man they passed a law saying that no woman... might carry 10 pounds up more than five steps. When the baby weighs more than 10 pounds I assume the father comes home to carry it up...." Some states, the ladies went on, will not permit women to drive taxicabs or serve as bartenders. A dozen states discriminate against them on minimum wages. They suffer discrimination in seeking public offices, too, the ladies added with just the proper note of self-pity and political threat.

But as the amendment came to the floor of the Senate, it became evident that the women were not exactly united on the issue themselves. The lineup seemed to form, roughly, like this:

For:
The National Woman's Party
The General Federation of Women's Clubs
The National Association of Colored Women
Bess Truman
Against:
The National League of Women Voters
National Consumer's League
The Y.W.C.A.
Women of the A.F. of L.
Women of the C.I.O.
The Women's Bureau of the Department of Labor
Eleanor Roosevelt

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



When headache hits, do as millions do. Take Bromo-Seltzer right away for fast help. Not only for the pain of headache but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. Caution. Use only as directed.

Proof of popularity: Today more people than ever use Bromo-Seltzer. You must be satisfied or your money back!

Get Bromo-Seltzer at your drug store, fountain or counter today. It's a product of the Emerton Drug Co. since 1887.



BEAUTY ON A BUDGET

Why pay more?

Stardust
Insured Bra
GUARANTEED
FOR 1 YEAR

Ask for Stardust's classic bra in luxuriant rayon satin. A, B, & C cups.

\$1.00
only

YOUR CHANCE FOR FAME...
Pictured is Judy Tyler, last Stardust beauty contest winner. Enter our 1950 contest now. You may win \$500 first prize, plus modeling and television career under Harry Conover management, or 27 other awards! Send recent non-returnable photo with height, weight, bust, waist and hip measurements before May 1, 1950. Decisions of beauty judges final. Mail entry P.O. Box 65, Murray Hill Station, N.Y.

STARDUST INC., Dept. 28, Empire State Bldg., N. Y. 1

LOOK FOR GENUINE Stardust SLIPS, UNDOES, GIRDLES, GARTER-BELTS, BRAS & BLOUSES



Together, you and your IBM Electric Typewriter will turn out the most beautiful and distinctive-looking work you've ever seen. Wherever your letters go, their fine appearance will reflect credit on you and on your company.

Every day, you'll enjoy the easier operation of true touch typing. You'll type faster, using far less energy doing it. You'll be able to devote more time to other important work—a fact your employer will appreciate.

So many advantages are yours with an IBM Electric Typewriter, you'll certainly want to try one without delay.



Electric Typewriters

INTERNATIONAL BUSINESS MACHINES CORPORATION

IBM, Dept. A
590 Madison Avenue, New York 22, N. Y.

☐ I'd like to see a demonstration of the IBM Electric Typewriter.

☐ Please send brochure.

Name (please print) _____

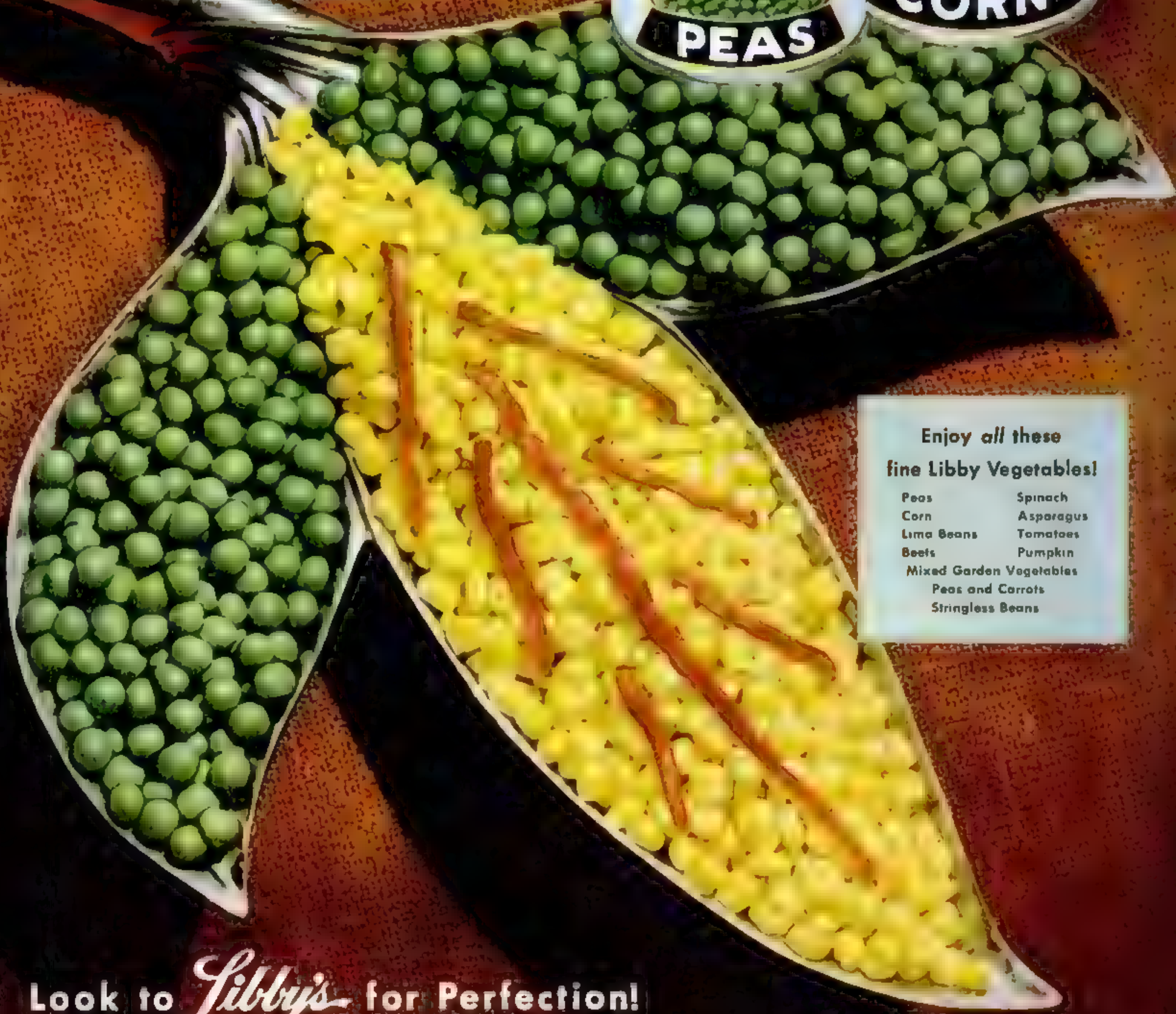
Company _____

Address _____

Libby's Vegetables for

SUMMER EATING NOW!

LIBBY'S PEAS WITH THE
JUNE-TIME GOODNESS
LIBBY'S CORN WITH THE
SUMMER-SWEET FLAVOR!



Enjoy all these
fine Libby Vegetables!

Peas	Spinach
Corn	Asparagus
Lima Beans	Tomatoes
Beets	Pumpkin
Mixed Garden Vegetables	
Peas and Carrots	
Stringless Beans	

Look to *Libby's* for Perfection!

Yes it Costs more!

Durkee's FAMOUS DRESSING COSTS A FEW CENTS MORE—But...

Durkee's is the original tangy dressing and meat sauce. It is not mild nor bland, but has a taste you can really taste. It costs more because it is made from fresh eggs and other excellent ingredients aged and blended by a secret formula.



For SALADS - COLD MEATS FISH AND FOWL

Recipe Offer
Write Durkee Famous Foods, Dept. 10-450, Elmhurst, L. I., N. Y. for free recipe folder on Famous Dressing uses.

GOOD... any old time!



the cracker with that swell cheese flavor



America's largest selling cheese cracker!
Sunshine Biscuits, Inc.

LIFE'S REPORTS CONTINUED

To married congressmen this was not a startling discovery—thousands of women being unable to agree on an issue. But some of the arguments brought up against the amendment made the senators sit up as they had not since the butter-oleo fight.

Offhand many of the senators were inclined to feel that voting against the amendment would be in a class with disapproving of motherhood. But an imposing array of senators stood up against the visiting ladies—such men as Illinois' Paul Douglas, Tennessee's Estes Kefauver, New York's Herbert Lehman.

One by one they braved the wrath of women scorned. They pointed out some rights that states now give to women and asked if the ladies were ready to give up these rights: 1) maternity leaves, 2) "homestead rights" to occupy a house on a mate's death, 3) protection against divorce proceedings on grounds of insanity. Senator Douglas rose to ask, "If the equal rights amendment were adopted, would it be possible for the husband to sue the wife on the ground that she was not adequately supporting him?" The answer was yes.

The most forceful speaker against the amendment was Senator Kefauver. "Let us," he said, "consider the Army. . . . If no laws can be passed that distinguish man from woman . . . we shall be obliged to draft . . . women just as we now draft men. . . . That would give us a few more women in the armed forces than men because I think the female portion of the population is a little greater than the male. . . . No distinction could be made as to whether they would have to carry a rifle or operate a typewriter. . . ." Furthermore, he added, if you draft both father and mother in time of war, what do you do with the children?

The senator went on, "Is it the intention of the members of the Senate to take away the dower right of women?" Then he struck a shrewd blow: "The amendment might very well eliminate rape as a crime, inasmuch as by definition it usually involves an act of aggression on the part of a male." "And," he continued, "will any lawyer deny that . . . the Mann Act will not be repealed?"

In the corridors the arguments were hotter even than on the floor of the Senate. When an opponent to the amendment voiced the slogan of "specific bills for specific ills," i.e., attack individual discriminations in the states, she was drowned out by a slogan from the ladies for the amendment: "All our democratic principles don't apply to you. They apply to your brother." Occasionally one of the amend-

the **LESTER** Betsy Ross Spinet

the best buy of your life

From every point of view . . . the Lester Betsy Ross Spinet is truly the best buy of your life.

It is a one quality piano . . . built with infinite care by the same family since 1888.

It is a musical masterpiece with full 88 note scale . . . famous for glorious tone, easy touch and full volume.

It is a distinguished piano . . . gracefully styled in fine woods.

It is Damp-Chaser equipped . . . an exclusive Lester feature to insure regulated moisture control.

It is America's outstanding value piano . . . priced from \$545 . . . model illustrated \$740 . . . all f.o.b. Lester, Pa.

See the newest Betsy Ross Spinets at your dealer . . . who will gladly arrange convenient terms.

Guaranteed for ten years; made **ONLY** by the Lester Piano Manufacturing Company, Inc., builders of world renowned Lester Grand Pianos.

ONE *name quality price*

sold by America's foremost piano dealers

a beautiful piano with a magnificent tone



mail this coupon for illustrated booklet

LESTER PIANO MANUFACTURING CO., Inc., LESTER 13, PA.

Send me your 24-page illustrated book showing piano arrangement in the home. (Enclose 10c for postage.)
Name _____
Address _____
City _____
Zone No. _____ State _____ L 48

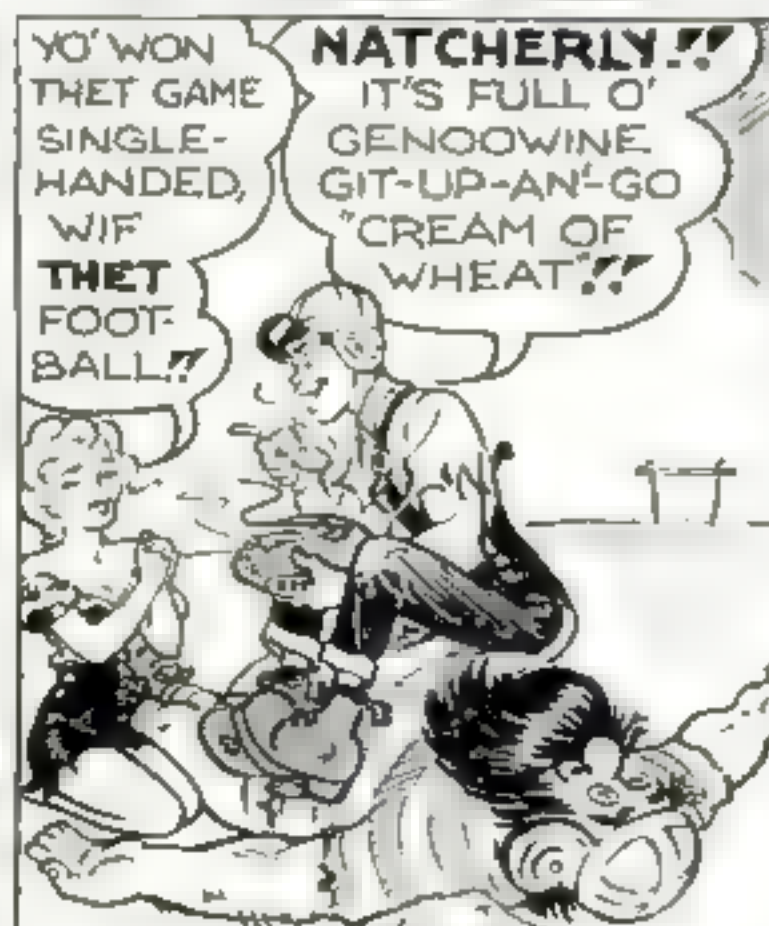
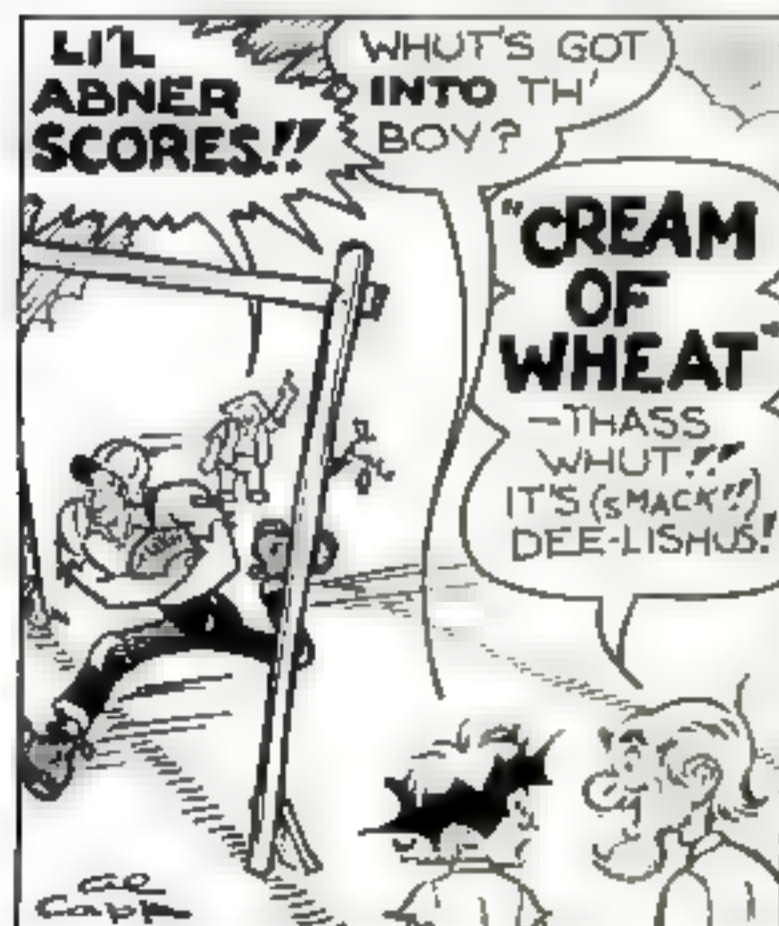
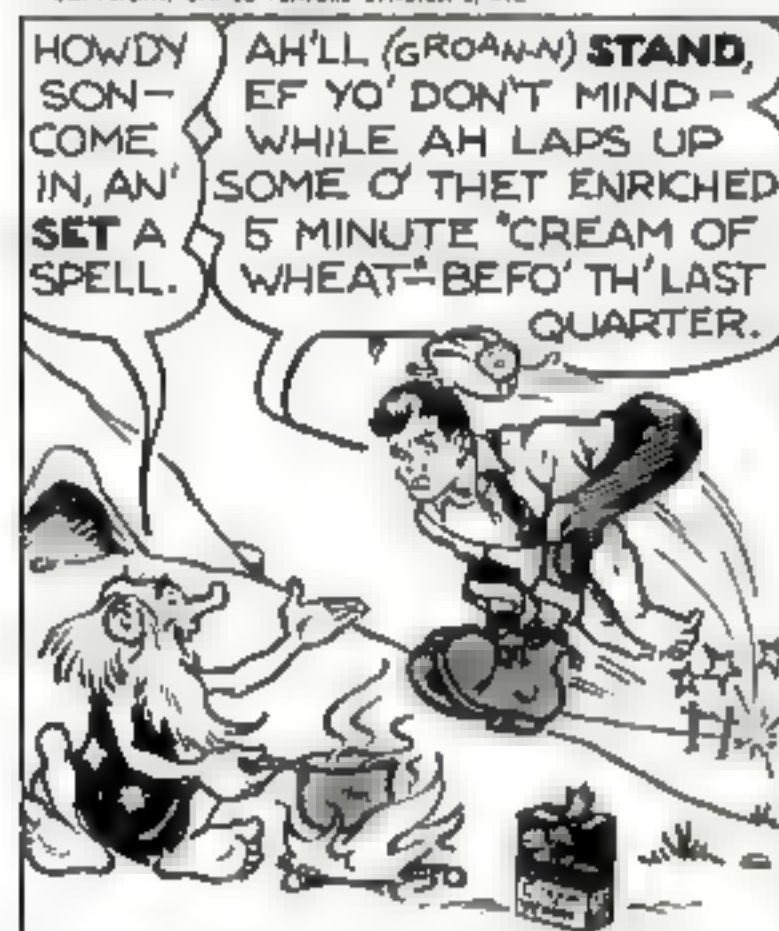
Foreign Sales Representatives: H. A. ASTLETT & CO., 27 William St., New York 5, N. Y.

CONTINUED ON NEXT PAGE

LI'L ABNER by AL CAPP



COPYRIGHT, UNITED FEATURE SYNDICATE, INC.



LIFE'S REPORTS CONTINUED

ment supporters burst into song:
*"The walls that hold us from
 our onward sweeping,
 If alls barring women ever
 from reaping,
 These walls must fall."*

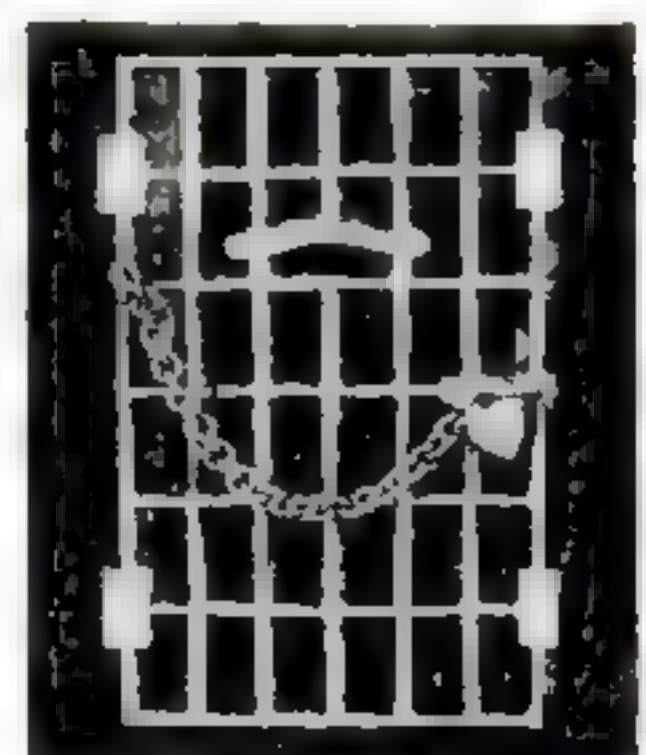
So it went. Finally, on the Senate floor, up rose Arizona's Carl Hayden. "My mother," he intoned, "did for me what my father could not do. She brought me into the world and as a babe she took me to her breast. . . . Knowing that men and women are inherently different, plain common sense tells me that the law can recognize that difference by granting rights and benefits and exemptions to women. . . ."

Senator Hayden thereupon offered an amendment to the amendment: "The provisions of this article shall not be construed to impair any rights, benefits or exemptions now or hereafter conferred by law upon persons of the female sex."

The militant ladies were outraged. This would put them right back where they had been. It was patronizing legislation like this, they said, that they were fighting against.

The amendment—with Hayden's amendment to the amendment—passed 63 to 19. Patiently, as they have for 27 years, the ladies gathered their forces to attack the House. Possibly they could get their amendment—without any such qualifications—through this chamber. Then maybe they could get the "hastily adopted" Hayden rider taken out in the conference between Senate and House to resolve the two bills into one.

Probably they could not. But the ladies were far from beaten. The women of the nation, they said once again, were becoming more important politically every day. And every little gain, the way they figured it, took them that much further down the road to their eventual goal: the right, by law, to share all the advantages—as well as the countless disadvantages—of the man's world.



CELL-DOOR PIN is silver badge of honor worn only by suffragettes who were jailed for their activities.

Welcome Aroma KENTUCKY CLUB



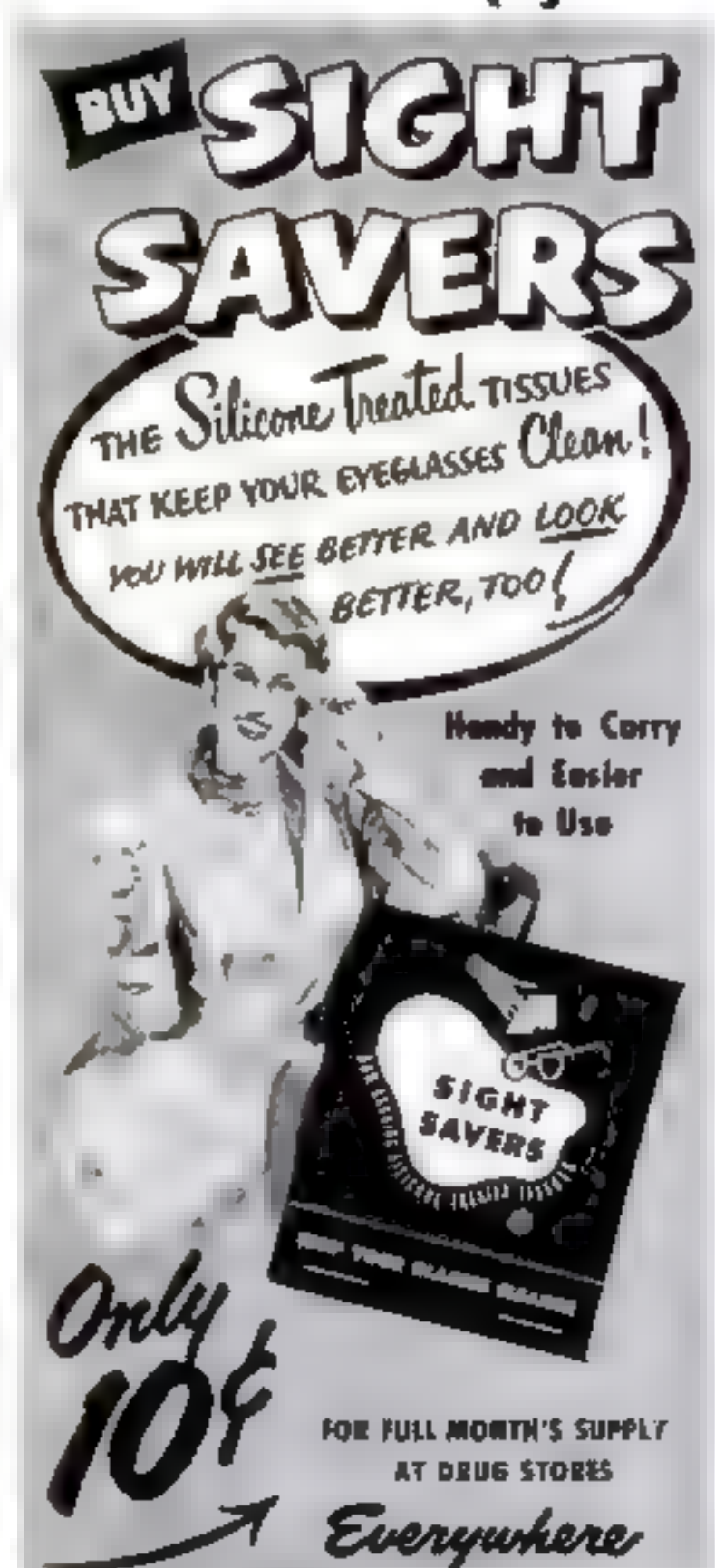
Try this marvelously mild blend of choice White Burley . . . please yourself and others, too! ("Dividend check" in every tin!) If your dealer doesn't carry Kentucky Club, send your name and his name with addresses to: Mail Pouch Tobacco Co., Wheeling, W. Va.

Look for the Blue Tin with the Red Rider!



Listen for "THE FISHING and HUNTING CLUB OF THE AIR" Mutual Network, every week

Don't wear dirty glasses



Dow Corning Corporation, Midland, Mich.



Sta-Up-Top Le Gant #933, as shown or in nylon, white, pink, black, \$12.50 and up. Bra #2290, white, pink broadcloth, \$1.50.

It doesn't hurt to be beautiful

Some girdles leave you beautiful but breathless. Warner's love to leave you breathtakingly beautiful, but wonderfully comfortable, too, in 3-Way-Sizes designed to fit you perfectly. Take Warner's exclusive 3-Way-Sized Sta-Up-Top girdles. They're wizards at smoothing your waistline and giving you that new, flat-hip look. From Warner's dazzling array of over 300 styles and sizes you can pick the Warner's that fits not only you but your pocketbook, too. Girdles begin at \$3.50. Bras at \$1.00.

WARNER'S *3-Way-Sized* **Foundations and Bras**

WORLD FAMOUS FOR LE GANT® • WARNERETTE® • STA-UP-TOP® • "FREE-LIFT"® • A'LUKE®
• Reg. U.S. Pat. Off., The Warner Brothers Company, New York 16, Chicago 6, San Francisco 8

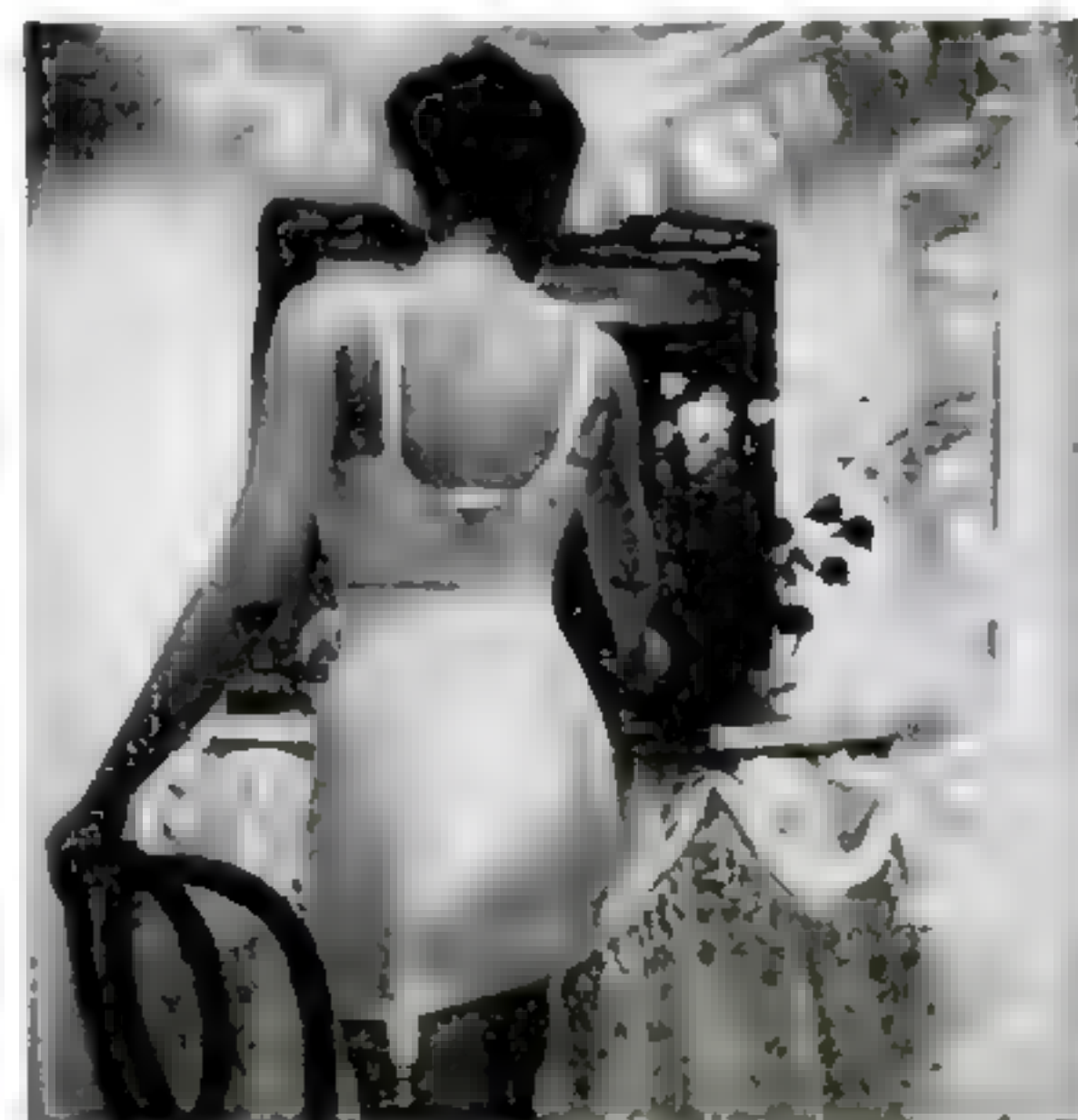
1 Choose your length

Your stockings will run a mile a minute in a *too-short* girdle. A *too-long* girdle keeps you yanking after every bend. Warner's go to any length to please you. You can pick your exact length in Warner's whether it's short, medium, long or extra long.



2 Choose your hip size

Take a tip wise on hip size. A girdle that's *too narrow* binds your thighs into unlovely bulges. One that's *too wide* gives you permanent tummy waves. Warner's always fit smoothly because they're perfectly hip-sized for straight, average and full hips.



3 Choose your control

Your Warner's will have everything under control — whether you kneel, bend, run, walk or just stand. They come in everything from light mesh elastics to strong woven elastics to give you just the control you need. Warner's bras are 3-Way-Sized, too, in *cup*, *band* and *uplift*. At finer stores.



KIRK DOUGLAS
star of "CHAMPION", a
Stanley Kramer Production
for United Artists

"**JERIS** is the Champ"

says *Kirk Douglas*

for **GREASELESS GOOD GROOMING,**
and **HEALTHIER, HANDSOMER HAIR,**

**ONLY DANDRUFF-DESTROYING* JERIS HAS THIS
FRESH, CLEAN-SCENTED MASCULINE FRAGRANCE**



Of all the hair tonics on the market, JERIS and only JERIS brings you all these hair benefits: 1. *Greaseless good grooming.* 2. *Healthier, handsomer hair.* 3. *Scalp-stimulation:* Daily JERIS massage helps promote healthy hair growth, relieves dry scalp, excessive falling hair. 4. *Destroys dandruff germs* on contact,* antiseptic action instantly removes ugly dandruff flakes. 5. *Exclusive masculine fragrance:* daily use of JERIS leaves hair clean-scented. Get JERIS today at drug counters—professional applications at barber shops everywhere.

JERIS is not greasy to the touch, won't discolor coat collars, can't soil shirts, stain hats or upholstery. For greaseless good grooming insist on JERIS Hair Tonic.

When Jack's pate was oily
His hair appeal was nil.
He switched to greaseless JERIS

And now he's
got his Jill.



JERIS KILLS DANDRUFF GERMS* ON CONTACT *Pityrosporum ovale, which many authorities recognize as the cause of infectious dandruff is destroyed by JERIS Antiseptic Hair Tonic.

JERIS
ANTISEPTIC HAIR TONIC



LIFE

EDITOR-IN-CHIEF . . . Henry R. Luce
PRESIDENT Roy E. Larsen
EDITORIAL DIRECTOR John Shaw Billings

BOARD OF EDITORS
Daniel Longwell CHAIRMAN
Edward K. Thompson MANAGING EDITOR
Wilson Hicks EXECUTIVE EDITOR
John Osborne, John Chamberlain
FORTHRIGHT PAGE
Charles Tudor ART DIRECTOR II
Edmond Callahan, Maryland Evans,
Finnert Hughes, Sidney I. Jarvis,
Joseph Kastner, Philip H. Wootton Jr.

STAFF WRITERS
Noel P. Busch, Robert Conaghan, Ernest
Havemann, Oliver Jensen, Charles J. V.
Murphy, Winthrop Sargent

STAFF PHOTOGRAPHERS
Ray Mackland (assignments), O. A. Graubner (darkroom), Jack Brits, Cornell Capa,
Edward Clark, Ralph Crane, Leon Dean,
David Douglas Duncan, Alfred Eisenstadt,
Flori Faudon, J. R. Evernham, N. R. Feltman,
Andreas Feininger, Albert Fenn, Herbert
Gehr, Fritz Gori, Allan Grant, Bernard
Hoffman, Yale Joel, Mark Korman, Duane
Kessel, Walter Kirkland, Anna Levin,
Thomas McAvoy, Francis Miller, Robert
Morse, Gordon Parks, Julia Phillips, Michael
Ranger, Walter Sanders, Frank Schuchel,
Joe Schuchel, George Silk, George Skelton,
W. Eugene Smith, Peter Stackpole,
Charles Steinheimer, William J. Smith.

ASSISTANT EDITORS
Oliver Allen, Herbert Brown, Earl Brown,
Robert Campbell, John Delle, David Drayman,
Gene Furrer, William P. Gray, William
Jay Hall, George H. Hall, Richard W.
Johnston, Sally Kirkland, Percy Kinsley,
Kenneth Marples, Tom Priddy, Claude
Stanhope, John Thorne, Margit Varga, Robert
Walace, Robert Wernick, A. R. C. Whipple,
Richard L. Williams.

RESEARCH STAFF
Marian A. McPherson CHIEF
Assistants: Jo Sheehan, Irene Saint-Antoine,
Vonderhulst.

REPORTERS Ruth Adams, Constance Babington-Smith, Barbara Ballou, Mary Elizabeth Barber, Rowland Barber, Margaret Bassett, Mathilde Charnon, Tom Carmichael, Ruth Dennis, Kay Doering, Lynn Ecker, Jane Estes, Phyllis Fikland, Gertrude Feltz, Jean Fettes, Honor Fitzgerald, Nancy Gend, Doris G. Gend, Patricia Gilbert, Ralph Graves, Clarence Haffner, Terry Hurnan, Jacques An Hinds, Jean Holt, Sally Iselin, Edward Kern, Lucien Lanoisette, Mary Leatherby, James Leventhal, Marjorie Levere, Jeanne Le Monnier, Geraldine Lux, Diana Martin, Eleanor Parsons, Jean Reiter, Jane Riker, Dorothy Seegerling, George Sledge, An Allen Shortall, Patricia Smith, Rony Sonnenfeld, John Stinson, Margaret Swope, London Wainwright, Jane Wilson, Monica Wyatt, Warren Young.

COPY READERS Helen Douell (Chief), Bernice Adams, Hilda Lalum, Dorothy Elson, Rachel Tuckerman.

PICTURE BUREAU
Dorothy Hoover CHIEF
Anna Fackelton (chief), Natalie Kowak, Jane Bartos, Barbara Bywater, Mary Carr, Betty Davis, Margaret Giddings, Jennie Hart, Ruth Lester, Maude Alder, Helen Rounds, Margaret Margent.

LAYOUT
Michael Phillips, Bernard Quint, William Gindagher, Hilda Anderson, Matt Greene, Earl Kord, Anthony Sadler, Frank Stockman, Dorothy Wilton, Adriel Zingaro.

NEWS SERVICES
DOMESTIC: Robert T. Eason (Chief), Lawrence Laybourne, Coles Phinney, Bureau—Washington, Jan S. Shippy, Edward F. Jones, Robert Parker, Ruth Thomas, David Zeller, Chas. G. Bush, M. C. Frank, Captain Charles Chapman, Norman Ross, Lew Ayres, Fritz Goodman, Gene Cook, John Hyson, Robert Kahn, Stanley Pink, Jeanne Saha, Theodore Strauss, Atlanta, William S. Howard, Ron Haynolds, Bogart, Jeff White, Don Morris, Dallas, William Johnson, James Trapp, Denver, Barton Beshear, Detroit, Fred Collins, Robert Drew, San Francisco, Martin O'Neill, Milton Orshovsky, Seattle, James L. McConaughey Jr.

FOREIGN: Manfred Guttfred, Chief of Correspondents, Eleanor Welch, G. W. Churchill, Bureau—London, Eric Gibbs, George Catramis, Frances Levison, Patricia Berk, Joann McGowan, Monica Horne, Paris, Andre Laguerre, John Jackson, John Stanton, Barbara O'Connor, Lee Loring, Dora Jane Han, Dan Bryant, Lino Holbrook, Will Lang, David Richardson, Rome, George E. Jones, John Luter, Roy Rowan, Athens, Mary Barber, Benhat, Robert Labar, Bangkok, Fred Lunt, Tokyo, Carl Mydans, Mexico City, Robert Spence, Benjamin, Rio de Janeiro, William W. White, Buenos Aires, Robert Neville.

PUBLISHER
Andrew Heskell
ADVERTISING MANAGER
Clay Borkman

Did I Click on that Skate Date!

Well, really! I never figured me for a Ballerina on skates so-o-o-o, when the rink suggested the new "CHICAGOS," I bought 'em mostly because my mechanically minded brother is such a complete goon about how they're built. So imagine my blue-eyed wonder when I took off like a swan, and the divine lad



that's instructing at the rink insisted I was just the gal for him. (He mentioned the wise choice of skates—the big dope—anybody could tell "CHICAGOS" are definitely tops). Naturally, the skate date is a steady Eddie.



"CHICAGO" ROLLER SKATES

CHICAGO ROLLER SKATE CO.
4443 W. Lake St., CHICAGO 24, Ill.
Enclosed find 10c for "Secrets of Rink Skating" booklet.
NAME _____
STREET _____
TOWN _____ ZONE _____ STATE _____
SKATE AT _____ RINK AGE _____

*The great new protein cereal
that helps you have*

a fine body

**ENJOY KELLOGG'S CORN SOYA
THE TOASTY-TASTING CEREAL
WITH THE HIGH PROTEIN FACTOR**

Oh, you'll be skeptical at first. "How can a cereal help me have a fine body?"

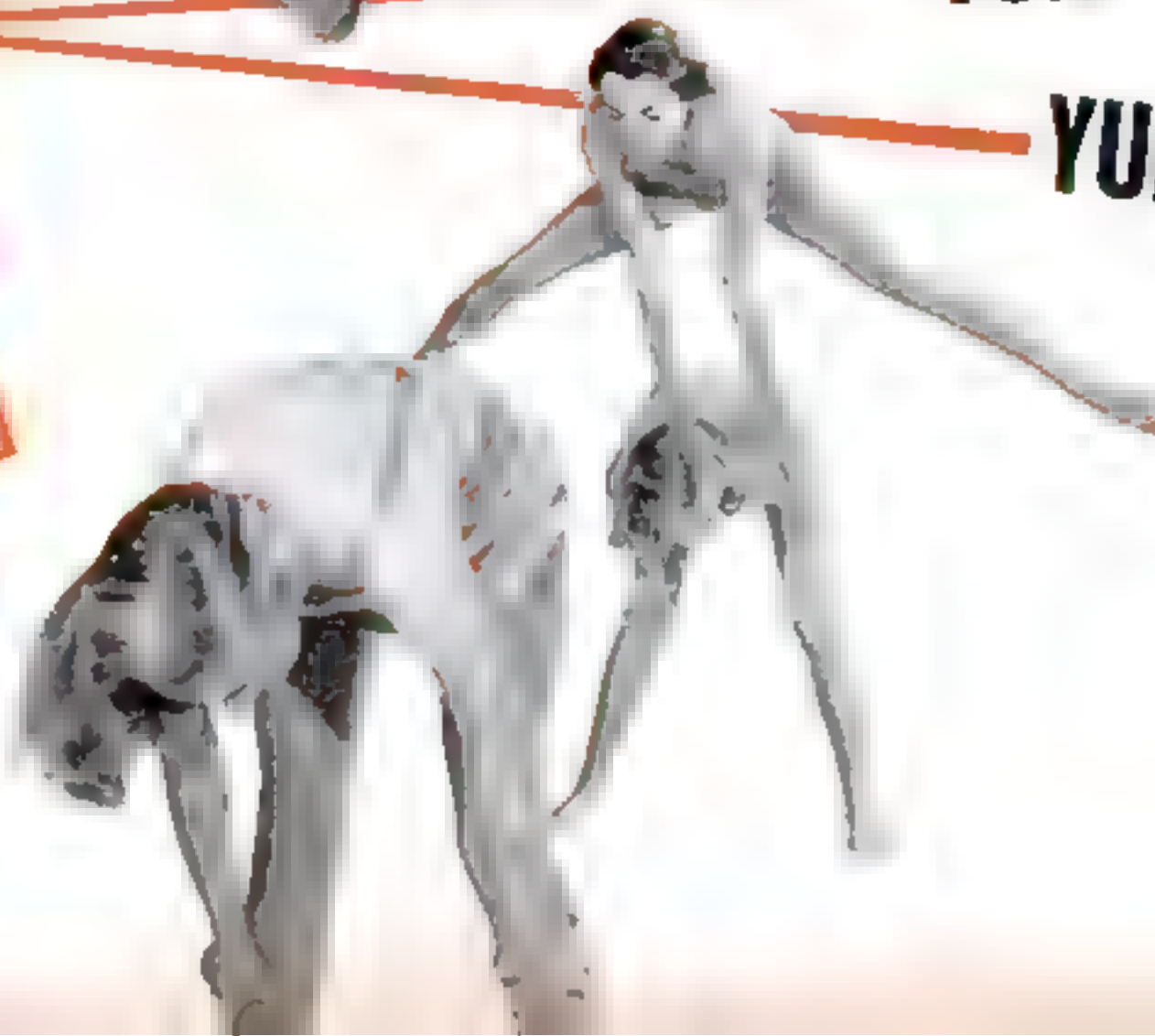
This is more than a tasty cereal. Here in Kellogg's Corn-Soya is what makes for firm flesh and solid muscle and growth and stamina.

For this is the new cereal with protein, the master body-builder. Sure, it has B vitamins, iron and energy value. But this is cereal with "muscles." Provides complete, high-quality protein when served with milk.

Corn-Soya was created by Kellogg's. It has what it takes to help build a fine body.



No other well-known cereal, hot or cold, is so rich in protein—the master body-builder.



CORN

SOYA

SO YUM

YUM

YUM



Elsie's Winter Warm-Up Snack

Hot coffee... Hot chocolate
'n cookies! Mmm...wonderful!



Borden's Instant Coffee

Old-fashioned coffee goodness with no cooking... no waiting... no work

Now... in a matter of seconds... you can have a cup of real, satisfying coffee... with no fuss or bother. We even throw the best instant coffee goodness... yet Borden's costs you far less than the old-fashioned way. Because it's concentrated, the small jar of Borden's gives you as much as a lb. of ground coffee... yet costs you up to ten times less.

Another reason Borden's tastes so good... yet costs so little is that it's 100% pure percolated coffee... all coffee, no dextrose or carbohydrates added to dilute the precious flavor.

P.S. For extra thrift, buy the 5 oz. jar. You get as many cups as 2 lbs. of ground coffee... and still at a fraction the cost.

Coffee Lovers Round the World
Love Borden's... 'Round the Clock!



Speedy-easy! Goody-good!
Make "hot chocolate" right in the cup with
Borden's Instant Mix

Never so speedy-easy! Never so goody-good! So easy, even Borden's Instant Mix is so good, it's a real treat for the kids too. They love it, and so do you.

A little Borden's Instant Mix is the perfect addition to your hot chocolate. It's so good, it's a real treat for the kids too. They love it, and so do you.

To make it really De Luxe, serve it as we show... with whipped cream and sprinkled with cinnamon, and watch the kids' faces beam.



Easy does it! Borden's Eagle Brand Magic 6-way cookies

(Makes about 30 cookies—2 1/2" diam.)

1 1/2 cups (15 oz. can) Eagle Brand Sweetened Condensed Milk
1/2 cup peanut butter. Any one of the six ingredients listed below

2 cups raisins	2 cups bran flakes
2 cups corn flakes	1 cup chopped nut meats
3 cups shredded coconut	2 cups chopped dates

1. Mix Eagle Brand Sweetened Condensed Milk, peanut butter, and any one of the six ingredients as listed above. 2. Drop by teaspoonfuls onto well-greased baking sheet. 3. Bake in moderate oven (375 F.) for 12 minutes or until brown. 4. Remove from pan at once. **FREE!** "Eagle Brand Magic Recipes" — Address: Elsie, Dept. L-20, P. O. Box 175, New York 46, N. Y.



IF IT'S BORDEN'S—IT'S GOT TO BE GOOD!

© THE BORDEN COMPANY

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1950 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

- THE BARKLEYS BECOME CAPITAL'S NO. 1 GUESTS . . . 29
- PHOTOGRAPHED FOR LIFE BY H. G. WALKER
- EDITORIAL: EVERYBODY'S BUSINESS . . . 34
- THE YEARLINGS FROLIC AT A HINT OF SPRING . . . 35
- THE U.S. HAS A WEEK OF SHOCK AND DECISION . . . 36
- COMMUNISTS APPLY NEEDLE IN BERLIN . . . 38
- "MO" GETS OFF . . . 38
- ALPHA EPSILON PI USES PIE TO RAISE DOUGH . . . 40
- INGRID BERGMAN HAS A BABY . . . 42
- BRITISH CONSERVATIVES HOLD SCHOOL FOR HECKLERS . . . 47

PHOTOGRAPHIC ESSAY

- THE NEW INDONESIA . . . 82
- PHOTOGRAPHED FOR LIFE BY HENRI CARTIER-BRESSON

CLOSE-UP

- TEMPEST ON THE TIBER, by JOHN KOBLER . . . 119

FASHION

- SWIMMING CAPS . . . 45

MEDICINE

- PNEUMONIA . . . 53

BOOKS

- 50,000 LETTERS FOR A COLT . . . 59

TRANSPORTATION

- \$35,000 AUTOMOBILE . . . 62

SPORTS

- THE RED WINGS . . . 69

MOVIES

- DUMB BLONDE IN HOLLYWOOD . . . 77

ANIMALS

- A GOOD PROVIDER . . . 99

PHOTOGRAPHY

- PHOTOGRAPHY'S OWN MUSEUM . . . 101

RADIO

- DUFFY'S LATIN TAVERN . . . 109

OTHER DEPARTMENTS

- LETTERS TO THE EDITORS . . . 6
- SPEAKING OF PICTURES . . . AMERICAN BABIES CAN ANSWER QUESTIONS JUST AS EXPRESSIVELY AS ANY FRENCHMAN . . . 14
- LIFE REPORTS: SENATE'S LADIES' DAY, by ALYCE MORAN and FRANK McNAUGHTON . . . 16
- LIFE GOES TO A GARAGE HOEDOWN . . . 126
- MISCELLANY: 10 ARTISTS PAINT A PICTURE . . . 130

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



LIFE'S COVER

While photographing the essay on the new Indonesia for LIFE (pp. 82-95), Henri Cartier-Bresson came upon a girl standing quietly in a shady spot, resting near a bicycle repair shop in the shopping district of Jogjakarta. He was impressed by the classic Javanese beauty of her calmly exotic, heart-shaped face, with its wide smooth cheeks, tiny chin and quiet brown eyes. A lacy-edged white kerchief (*kerudung*) covers her black hair. Over her flowered jacket (*kebaya*) she wears a scarflike *slendang*, which crosses one shoulder and wraps around the waist.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

- COVER—CARTIER-BRESSON FROM MAGNUM
- 8—JOHN MATTOTTA
- 14, 15—CONSTANCE BARNISTER
- 16, 17—ROBERT W. KELLEY
- 22—HARRIS D. EWING
- 23 THROUGH 33—H. G. WALKER
- 34—CULVER
- 35—WILLIAM KLENDER FOR BALTIMORE SUN PAPERS
- 36, 37—LY. RALPH MORSE—N.Y. DAILY MIRROR FROM INT. A.P. (2, INT., RALPH MORSE, ST. ACME, RALPH MORSE—INT.)
- 38, 39—CHARLES STEINHEIMER, A.P., B.R. GARDNER, ACME—DRAWING BY ROLY KLOP
- 40, 41—JOHN DOMINIS
- 42—A.P.—HISTORICAL PICTURES SERVICE, GEN. CULVER, ST. SPORT & GENERAL FROM COMBINE
- 45—LOOMIS DEAN
- 47 THROUGH 50—ELIZABETH CHAY
- 51—WERNER WOLFF FROM B.S.—CHART ST. ANTHONY SODARO
- 52—DRAWINGS BY DR. FRANK H. NETTER
- 53—DRAWINGS BY DR. FRANK H. NETTER EXC. T. LY. WERNER WOLFF FROM B.S.
- 54—WERNER WOLFF FROM B.S.
- 55—WALLACE KIRKLAND—THOMAS D. McAVOY
- 56—HERBERT GEHR
- 57, 58—CORNELL CAPA
- 59—ROBERT SMALLMAN
- 60—HOWARD SOCHURER
- 73—ROBERT SMALLMAN EXC. NOT. HOWARD SOCHURER
- 74—HOWARD SOCHURER
- 77—ELIOT EL-SOFOR—M-G-M
- 78—M-G-M
- 80—M-G-M—GEORGE KARGER FROM PIX
- 81, 82—CARTIER-BRESSON FROM MAGNUM
- 84, 85—CARTIER-BRESSON FROM MAGNUM EXC. IMP BY A. LEYDENFROST
- 86 THROUGH 95—CARTIER-BRESSON FROM MAGNUM
- 99—TRANSATLANTIC
- 101—BERNARD HOFFMAN
- 102, 103—BERNARD HOFFMAN COURTESY GEORGE EASTMAN HOUSE, INC.—BERNARD HOFFMAN, COURTESY GEORGE EASTMAN HOUSE, INC.—BERNARD HOFFMAN
- 104—BERNARD HOFFMAN COURTESY GEORGE EASTMAN HOUSE, INC.
- 106—COURTESY GEORGE EASTMAN HOUSE, INC.
- 108, 109, 110—GORDON PARKS
- 112—HAMILTON WRIGHT INC.
- 115—MILL ARBORS
- 116, 117—G. SCHULLER FROM MAGNUM, INTERNATIONAL PRESS PHOTO SERVICE, PHOTO-REPORTER, FOTO TRIBUNA—"LA SETTIMANA INCONTA", GORDON PARKS (2)
- 118—FOTO VASELIT
- 122—PAUL H. METZSCH FROM B.S.
- 125—SLIM AARONS
- 128 THROUGH 132—WAYNE MILLER
- 130, 131, 132—BOY STEVENS

ABBREVIATIONS: BOT. BOTTOM; CEN. CENTER; EXC. EXCEPT; LT. LEFT; RT. RIGHT; T. TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR INT.; INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPRODUCTION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



How we retired with \$200 a month

"Seems queer, but it was the crash of 1929 that showed Janet and me the one sure way a salaried man can retire. No—we didn't see it coming. Like our friends, we had put our savings in investments. They crashed with everything else. Yet today we're retired and living in California, with a check for \$200 coming in each month—as long as we live.

"You see, I did some hard thinking then. Maybe I could save again. But how could I hope to tell a good buy from a poor one? I had no training.

"What's more, I was forty-two. My working years were more than half over already. I couldn't afford to speculate. And I didn't want to keep worrying about my future.

"I guess I'd been reading ads about Phoenix Mutual Retirement Income Plans for years. I'd always meant to write in and find out more about them. But I'd kept putting it off. Later—when I have more money saved up again, I'd say. (I thought you had to be rich to retire.)

"Then, one afternoon, I happened to read another Phoenix Mutual Retirement Income ad. You didn't have to have a lot of money in the bank, it said. If you had fifteen or twenty good earning years ahead of you, your income could be absolutely guaranteed for life. A man of forty could plan to forget all investment worries and still retire at, say, 60. The only secret was to start in time . . . the younger the better.

"Well, it won't cost anything to look into it, I said. So I cut out the coupon at the bottom of the ad and mailed it in. Pretty soon my mail brought a booklet telling all about Retirement Income Plans. It showed how I could get an income of \$200 a month, every month, starting when I hit sixty. It was an income I couldn't lose, couldn't outlive! And meanwhile, it protected my family with life insurance.

"Then and there, I decided . . . I'd let Phoenix do my investment worrying. As soon as I could, I applied for a Phoenix Mutual Plan.

"Eighteen years pass faster than most folks realize. We enjoyed them more because we knew that we were financially secure. A while ago, I got my first Phoenix Mutual check and retired. Janet and I drove West. We've bought a little house in California and we're having the time of our lives—free from worries about jobs or dividends."

Send for Free Booklet

This story is typical. Assuming you qualify at a young enough age, you can plan to have an income of \$100 to \$200 a month or more—starting at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs in industry. Don't delay. Send for your copy now.



PHOENIX MUTUAL
Retirement Income Plan
GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
797 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, describing Retirement Income Plans for women.

Name _____

Date of Birth _____

Business Address _____

Home Address _____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
797 Elm Street, Hartford 15, Conn.

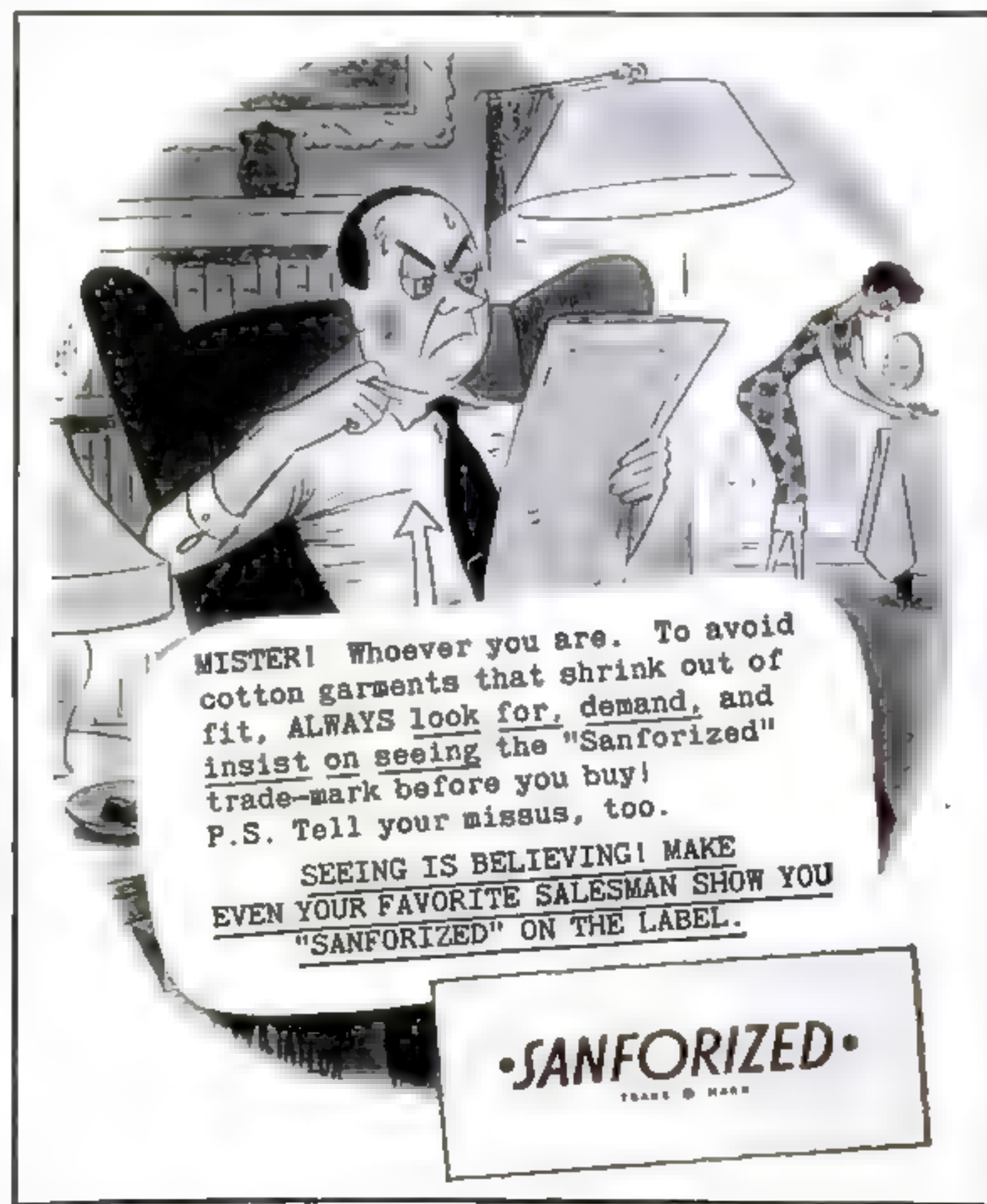
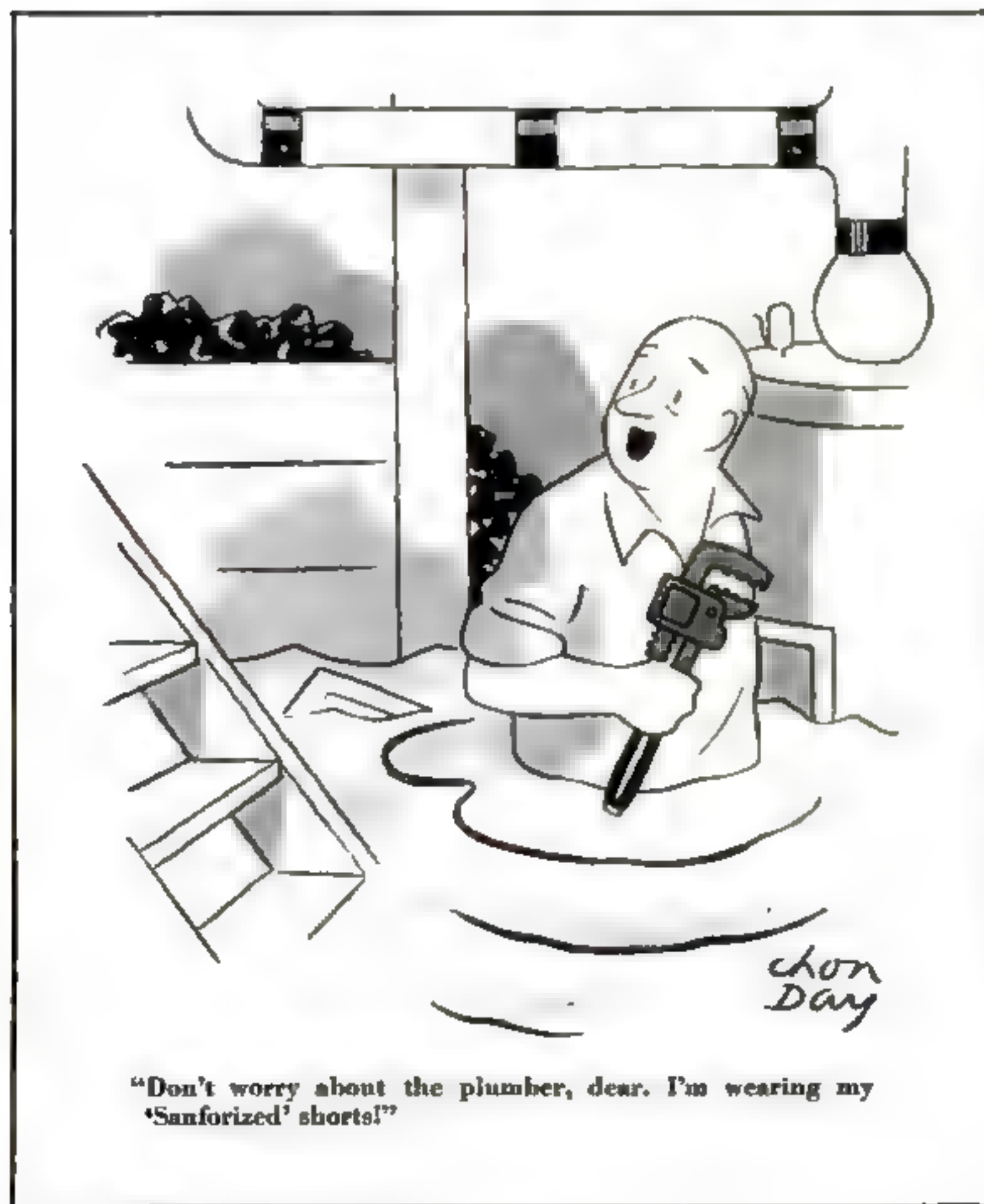
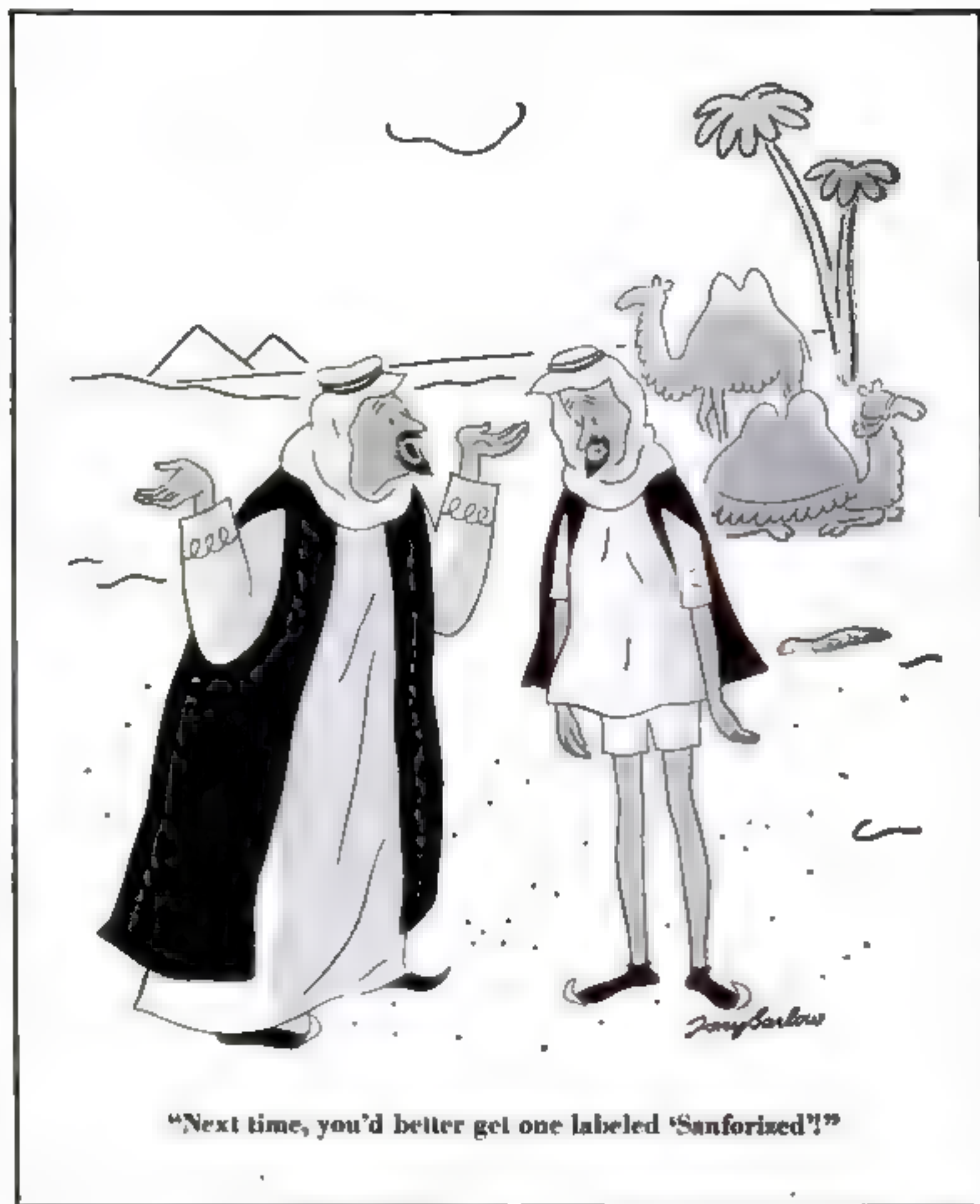
Please mail me, without cost or obligation, your illustrated booklet, showing how to get a guaranteed income for life.

Name _____

Date of Birth _____

Business Address _____

Home Address _____



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

LIFE

Vol. 28, No. 1

January 11, 1950



BARKLEYS BECOME CAPITAL'S NO. 1 GUESTS

PHOTOGRAPHED FOR LIFE BY H.G. WALKER

As fiercely as the Sioux ever coveted the scalp lock of General Custer, Washington hostesses now covet the presence of Vice President and Mrs. Alben Barkley at their parties. In the six weeks since the newlyweds took up residence in the Veep's seven-room apartment at 2101 Connecticut Ave., they have received some 200 invitations to dinners, luncheons, teas, cocktail parties, dedications and weddings. In their busiest week the Barkleys between them attended eight major functions, climaxed by the big party on Feb. 3 given by Mrs. Morris Cafritz (*next page*).

Washington hostesses lucky enough to have their invitations accepted

— the Veep and his lady must turn down most of them—find the Barkleys no mere social ornaments but a witty, stimulating pair. She is unfailingly charming and vivacious; he is full of homespun Kentucky humor. They stand out at the biggest affairs and at the intimate ones, like the dinner (for which they are dressed above) given by Mrs. Douglas MacArthur II on Jan. 24 for the Duke and Duchess of Windsor. In the last two weeks they have spent only three evenings at home, and even those have been constantly interrupted by the ringing of the telephone, which the butler answers with, "I'm sorry, the Vice President and Mrs. Barkley have gone out."



AT COMMITTEE LUNCHEON, given by Mrs. O. Max Gardner (right) to discuss arrangements for the Jefferson-

Jackson Day dinner to be held on Feb. 16, Mrs. Barkley (at left) sits opposite Mrs. Truman (second from right).



IN VEEP'S OFFICE Mrs. Barkley takes before opening of the 81st Congress. Later she watched from the gallery



AT CAFRITZ PARTY—a "little" after dinner reception for some 200 guests—the Barkleys chat with hostess

(center), Mrs. Morris Cafritz holds lead in Washington race to replace Mrs. Mesta as capital's No. 1 party giver.



WITH MRS. "CHIP" ROBERT, who brought along her pool table, she discusses more Jackson Day plans.



IN ANIMATED CONVERSATION, Veep's wife talks to Mrs. Gordon Gray while he chats with Senator Lodge Jr.



IN A POSTER POSE Mrs. Barkley sits for a picture with Cheryl Ann Chisholm, 6, to aid national fund drive.



IN RED CROSS UNIFORM, getting ready for rolling bandages with Senate ladies, she has headdress fitted.



AT CLARK CLIFFORD PARTY at Anderson House, they talk with the Cliffords, who first brought Barkleys

together on a moonlit cruise on the Potomac last July. The Cliffords and Mrs. Barkley are old St. Louis friends.



WHEN VEEP CRACKS JOKE at a Women's National Press Club luncheon in their honor, Mrs. Barkley chortles with bow-tied governor of Michigan. "Soapy" Williams.



WHEN HE CRACKS ANOTHER, Mrs. Barkley flinches. He said, "My wife has just told me I'm talking too long, but to show that I'm not henpecked I'm going to finish."



GROOMING VEEP, Mrs. Barkley tugs at his lapels as he leaves for Senate. Below: their Butler-Parker inter-

rupting one of Barkley's evenings at home with announcement of a phone call is told, 'Tell them we're not home.'



JANIE, BACK FROM SCHOOL, FINDS SOMEBODY HOME

THE VEEP'S HOME LIFE IS SHORT AND SWEET

The Barkleys' Washington apartment, furnished with the VEEP's antiques which Mrs. Barkley has refused to rearrange, is both a base of operations and a home. At 8:40 a.m. Mrs. Barkley's 15-year-old daughter Janie Bailey scurries off to Holton-Arms School (her other daughter, 17-year-old Anne, is at college in New Orleans). Usually the Barkleys eat breakfast at 10:30 and soon after the VEEP leaves to preside over the Senate, which convenes at 12. Then Mrs. Barkley departs for whatever luncheon she has decided to attend, leaving the apartment to the servants—a maid and a butler who has been with the VEEP for 26 years. In late afternoon the Barkleys come home to get into evening clothes and then go out again. When they are at home, on the maid's night out, Mrs. Barkley washes the dishes while the VEEP says, "Don't bother, stack them," but like any bride proud of her new things, she sees the chore through and carefully puts them away.



PARTY DRESS for Janie bought for prep school senior prom at St. Ann's on Feb. 11 is fitted by mother.



ON THE MAID'S NIGHT IN 1933
PRESIDES OVER THE DINNER

EVERYBODY'S BUSINESS



CHARLIE CHAPLIN IN "THE GOLD RUSH"

ANYTHING FOR A LAUGH

Al Capp, creator of the comic-strip world of *Li'l Abner*, comes up with some interesting observations on laughter in an article on Charlie Chaplin in the February *Atlantic Monthly*. Recalling Chaplin's famous depiction of the little tramp who goes from one dream-shattering experience to another, Mr. Capp says, "We didn't laugh because we were heartless wretches. We laughed because we are normal human beings, full of self-doubt, full of vague feelings of inferiority, full of a desperate need to be reassured. . . . No matter how badly off any one of us was, we were all in better shape than that bum. The fact that we'd had enough spare cash to buy a ticket to that movie made us superior to him. That was the first thing that made us feel good. Next, we saw him starving. That wasn't going to happen to us—another reason for feeling superior, better off at least than one person."

Philosopher Capp argues that all laughter has this sort of psychological origin. The theory is provocative, and addicts of the U.S. comic strip may well feel that Mr. Capp has covered everything. But as an all-embracing explanation Mr. Capp's notion is suspect. Mr. Capp has explained practically everything about laughter except one thing: he hasn't told us why we laugh when we are just plain happy.

IT IS TAXES, AND THIS IS A GOOD TIME FOR FUNDAMENTAL REFORMS

Ever since the early '30s the annual congressional fight over taxes has had a depressingly familiar ring. Basic questions of tax structure have been subordinated to the single question: How much? By all the portents, however, the time is now ripe for a fundamental reappraisal of general tax philosophy. The President himself has provided the clearest challenge for Congress to take a detached look at the over-all tax system. "It is highly important," he says in his budget message, "that we begin to make the basic changes in the tax system which are needed to make it more equitable and to provide incentives for producing the amounts and types of investment, consumption and savings which will contribute to an expanding economy."

Taking the President's words at face value, what they say in effect is that the tax philosophy of the stagnant '30s is not applicable to the dynamic '50s. In the '30s the "consumer" (a somewhat lopsided abstraction) was absolute king in White House economic thinking. President Truman has certainly not forgotten the consumer but, at least for talking purposes, has pushed him back into line abreast of the investor and the savings bank depositor, who now figure in presidential discourse as the consumer's coequals.

Unfortunately the President's specific tax program does not bear out the promise of his generalities. Instead it suggests that Mr. Truman himself is not fully aware of what he has said in principle. His program is a mixture of cross-purposes and cloudy motivation. The proposal to lower the excise tax on luxuries, for instance, is in line with the needs of an expanding economy. The proposal to tax corporations at a higher rate is not. But let us waive the specifics and concentrate on the principle involved. It entails—or ought to entail—a healthy repudiation of the idea that the U.S. economy has become "mature"—i.e., built to the point where it needs no big new infusions of risk capital. A mature economy needs one type of tax philosophy; an expanding economy requires quite another.

In the stagnant '30s, when the late John Maynard Keynes and his economist disciples were riding high, a superficially intelligent case could be made out for the theory that population growth had leveled off forever and that human desires had ceased to be elastic. In line with their static theory of the future the Keynesians quite logically advocated a tax penalty on thrift. There was positive danger, said the Keynesians, in piling up money in sterile bank vaults or in redundant industrial plant. Today, on the threshold of the dynamic '50s, the fallacies of the Keynesian approach are beginning to show. The problem of the '50s is seen to be many faceted: new plant is needed to make up for the frightful destruction of war, new businesses are needed to care for steadily increasing populations and the new needs of old populations. The world is hungry for capital, for savings.

One way to leave savings in the hands of investors is to slice the budget. But the question of tax reform stands quite apart from

the question of budget levels. Even at a high budget level it should be possible to encourage risk takers. The job before Congress is to formulate a tax system that will not unfairly discriminate against the investor, who is the planter of the seed that grows all tax money. A number of farsighted individuals and organizations have been extremely busy of late with tax plans designed to stimulate the economy, and Congress should pay attention to them. The Committee for Economic Development has one plan. Mr. Lewis S. Rosenstiel of Schenley Industries has another. The Messrs. Conick and Main of Pittsburgh have a third. Mr. E. K. Hall, an engineer of Farmington, Conn., has a fourth. Details differ among the planners, but it is particularly noteworthy that all of them have one thing in common: they put especial stress on rescuing the risk-taking investor from the double jeopardy in which Keynesian tax philosophy has placed him.

Double jeopardy falls hardest upon that abused and essential character, the common-stock holder. He is taken to be fair game for any amount of nicking. Under present tax law, dividend funds are taxed twice: first as corporate profit, second as stock dividends. Contrary to popular impression this double taxation does not really get at the torpid rich, who can and do invest their money in industrial bonds (taxed only once) or in municipal bonds (not taxed at all). Instead it penalizes the adventurous citizen, rich or poor, who is looking for an opportunity to put his savings to work creatively.

The various tax planners we have cited offer different means of putting the stock investor back on a fairer tax basis. The Committee for Economic Development and Mr. Rosenstiel would eliminate double jeopardy by allowing a tax credit on dividends or corporation income. The Messrs. Conick and Main would put a ceiling on higher income brackets at 50% of income. Mr. Hall would tax all income at a flat rate, but he would couple this feature with a law requiring industries to issue extra stock to workers and stockholders in annual amounts equal to undivided profits.

If pressed, Mr. Truman would probably square his specific demand for an extra billion in corporation taxes with his general philosophy by saying that he favors lowering the tax on the small and middle-size corporation. Well, there is a great need for incentives to investment in small business. But the fact remains that the investor in big industry is often a "little" man—and it is not reasonable that he be placed in double tax jeopardy.

To sum up: There should be no additional taxes this year. There should be tax reform. If more money is needed to fight Communism, which is what all measures of military and economic defense come to, that money can and should be taken out of 1) the national pork barrel and 2) a lot of services, from air-mail subsidies to farm-price supports, which are generally considered to be right and necessary. Along with tax reform, new national priorities on expenditure may be called for.



THE YEARLINGS FROLIC AT A HINT OF SPRING

Winter was clamped on the land like a great gray headache, but here and there the aspirin of unseasonable spring relieved it. On a thoroughbred horse farm near Glenarm, Md., the temperature at January's end was near 70°. The warmth set the yearlings racing, running with springy hoofs over the dry grass, running not at a command but

for joy. Thus a photographer caught them on a lull, the beautiful and friendly animals, rollicking with their last free spring ahead of them. After that they will still run, separately or together, all across the land, run for what joy they may get from the knowledge that Joe Doakes has bet two bucks on them and hopes they drop dead if they lose.

A WEEK OF SHOCK AND DECISION

A hint that we have lost the arms race—the order to make the H-bomb—a plea to wage peace—the espionage case against an atomic scientist

The momentous week began like any other, with everybody paying closest attention to what seemed to concern him most. Thus President Truman took thought about how to phrase his decision to build the hydrogen bomb, Ingrid Bergman was urgently concerned with the imminent birth of her baby and Lauritz Melchior was busy preparing to quit the Metropolitan Opera Company. A number of people bent every effort to see that the week should be remembered as National Kraut and Frankfurter Week; a number of others strove to make National Youth Week even more memorable. Around the globe others were being single-minded about deluges, droughts and debts. And in Harwell, Britain's big atomic-research center, an unobtrusive physicist named Klaus Emil Julius Fuchs went about his top-secret work with the satisfied feeling of a man who has recently won a promotion and a raise. Meanwhile certain forces were in motion; they were to result in decisions of profound meaning to many millions of people, and to shock them into understanding, more deeply than ever, what the meaning was. As on the eve of Dec. 7, 1941, these forces were not recognized in advance.

OUT in Denver an interviewer asked a man what he thought about the atomic bomb now. "I just feel better," the man said uncomfortably, speaking for millions, "when I don't think about it." He wasn't being complacent or putting his head in the sand, but it did seem to be pretty useless to worry about something that, like tomorrow's sunrise, was

ultimatums are out of character for the Western nations, Urey asked, "then what do we do next?" And if both got it, there would be a dangerously unstable equilibrium. The only solution would be an Atlantic Union so strong as to overwhelmingly tip the balance of power in our favor.

The speech was still sinking in when President Truman made it even harder to avoid thinking about atoms. In a 127-word statement he said he had "directed the Atomic Energy Commission to continue its work on all . . . atomic weapons, including the so-called hydrogen or superbomb." There would have been greater cause for alarm had the President said anything else, but there was hardly cause for



PHYSICISTS DISAGREE on the wisdom of making the H-bomb openly instead of secretly. At a press conference at Columbia University, called to urge that the U.S.

gen bombs," or 2) "moving heaven and earth to stop the atomic armaments race . . . [and] tap to the roots the resources of our ingenuity and imagination."

What he offered was a super-Marshall Plan, to cost \$10 billion a year for five years, or two thirds our present military budget, to be matched by two thirds of other nations' military budgets and to be dedicated to giving a decent life to the two thirds of the world's peoples who "live continuously at the margins of starvation." Somehow Russia would have to go along, and as a persuader the senator suggested a vast step-up in the Voice of America, to give it thundering amplification behind the Iron Curtain. Reported the slightly awe-struck New York Times, "Mr. McMahon, who is aware of many atomic 'secrets' by virtue of his position, held many of his Senate colleagues in a sort of chilly suspense as he described the potentialities of the hydrogen bomb." When the suspense was over, he was congratulated on all sides. His hope that the Russians could be coaxed aboard the bandwagon might be far-fetched, but his daring approach would certainly be explored. And, as propaganda, it might have a profound effect on the Russian people.

The week's greatest blow to complacency, however, was not the Truman announcement, nor the McMahon word picture of "chunks of the sun" be-



DR. UREY SAYS, "WE MAY HAVE LOST RACE"

entirely out of his hands. But for anybody who read the papers or listened to the radio or couldn't afford a desert island, it was getting harder all the time not to worry and to avoid thinking about it.

As the week went on it became harder. First there was that weekend speech of Dr. Harold C. Urey to shudder over. As the discoverer of heavy hydrogen, which made the building of an H-bomb possible, and as a man not given to loose talk, he could hardly be brushed off as an alarmist. Because of a "curious prejudice" on the part of government advisers against certain kinds of atomic development, Dr. Urey said, "we may have already lost the armaments race." Since the race was on in earnest, "I am very unhappy to conclude that the hydrogen bomb should be developed and built." If the Russians built it first, he foresaw an ultimatum so effective as to make the bomb's use unnecessary. If we built it first, since



SENATOR McMAHON ASKS "PEACE CRUSADE"

complacency in the thought that we were off on a search for something not just 1,000 times as destructive as the atomic bomb but *limitlessly* destructive.

Then two days later Brien McMahon (D., Conn.), chairman of the Joint Congressional Committee on Atomic Energy and a deeply troubled man, made a bold, persuasive speech to the Senate. The U.S. had a choice, as he saw it, of 1) "resigning ourselves to a generation of waging the cold war . . . pouring out our substance to stay ahead in the weapons competition even after the Kremlin becomes armed with hydro-



FUCHS'S IDENTITY PHOTO AT LOS ALAMOS



declare "that we shall never use this bomb first," most raised hands (above) against secrecy. Several of these men worked with Klaus Fuchs at Los Alamos during the war.

ing used to incinerate 50 million Americans in a matter of minutes. Nor was it Defense Secretary Louis Johnson's saber-rattling pronouncement that he was getting the U.S. ready "to lick hell out of her" if Russia broke the peace. It was, rather, something that none of the three knew about when he spoke.

In London's Shell-Mex House, home of the British Atomic Energy Commission, a policeman walked up to one of the agency's brightest brains and arrested him as a spy. He was Dr. Klaus Fuchs, German-born, but a British citizen. He was accused of having twice, in 1945 and 1947, given away atomic secrets that could be useful to an enemy.

The long trail that led to Fuchs was picked up last fall when British intelligence found a serious leak at Harwell. Counterespionage agents kept running into secrets in Russian hands that could only have come from someone familiar with American atomic installations. The British called in the FBI, which sent some of its smartest operatives to London. Together they built up a file to construct a theoretical

At left is Dr. Edward U. Condon, Bureau of Standards director, once hounded by House Un-American Activities Committee. He sat in on conference but took no part.

ica on the Manhattan Project, he had had access to the highest of secrets. And as Lieut. General Leslie Groves, who headed the project, told the stunned Joint Committee later in the week, that may have included hydrogen-bomb secrets. Fuchs's aid to the Russians was no small thing, said General Groves; between Fuchs and the traitorous scientist Dr. Alan Nunn May they may have given the U.S.S.R. "well



DR. SEITZ DECLARES WE MUST SPEED UP

over a year's advantage" in its frantic race to build an atomic bomb. From FBI Director J. Edgar Hoover senators got the impression that the FBI might be on the trails of still other important spies.

After all this shocking news it was almost an anticlimax when Professor Frederick Seitz, of the University of Illinois, told fellow members of the American Physical Society that Russia's atomic development has moved "at least five times greater" than our own rate of advance since the war. Fuchs may have helped, said Dr. Seitz, but the big reason for Russia's speed was her concentration of probably more than half her national income on military development. He urged that it would be immoral for the U.S. not to speed up too: "Who among us will feel sinless," he asked, "if he has remained passively by while Western culture was being overwhelmed?"



HOOVER (RIGHT) TELLS OF THE FBI HUNT

picture of the unknown spy and by a painstaking process of elimination narrowed the field to one man: Klaus Fuchs. From that point to his arrest last week their quarry was under intense surveillance.

Although his British bosses never knew it, Fuchs had been a Communist almost since his naturalization in 1942. For three years, while working in Amer-



CONFERRING on security at an emergency session of Senate committee, Tom Connally (left) and McMahon hear from AEC Chairman David E. Lilienthal (center).



PRESIDING at physicists' press conference, Cornell's Dr. H. A. Bethe declares that work on the H-bomb should have proceeded in complete secrecy, as with the A-bomb.



WARNING that Fuchs may have had access to H-bomb data came from Lieut. General Leslie Groves (ret.) wartime atomic-energy head, shown with Fuchs's picture.



STUCK OUTSIDE RUSSIAN FRONTIER AT HELMSTEDT, LINES OF TRUCKS AWAIT THEIR CLEARANCE TO BERLIN



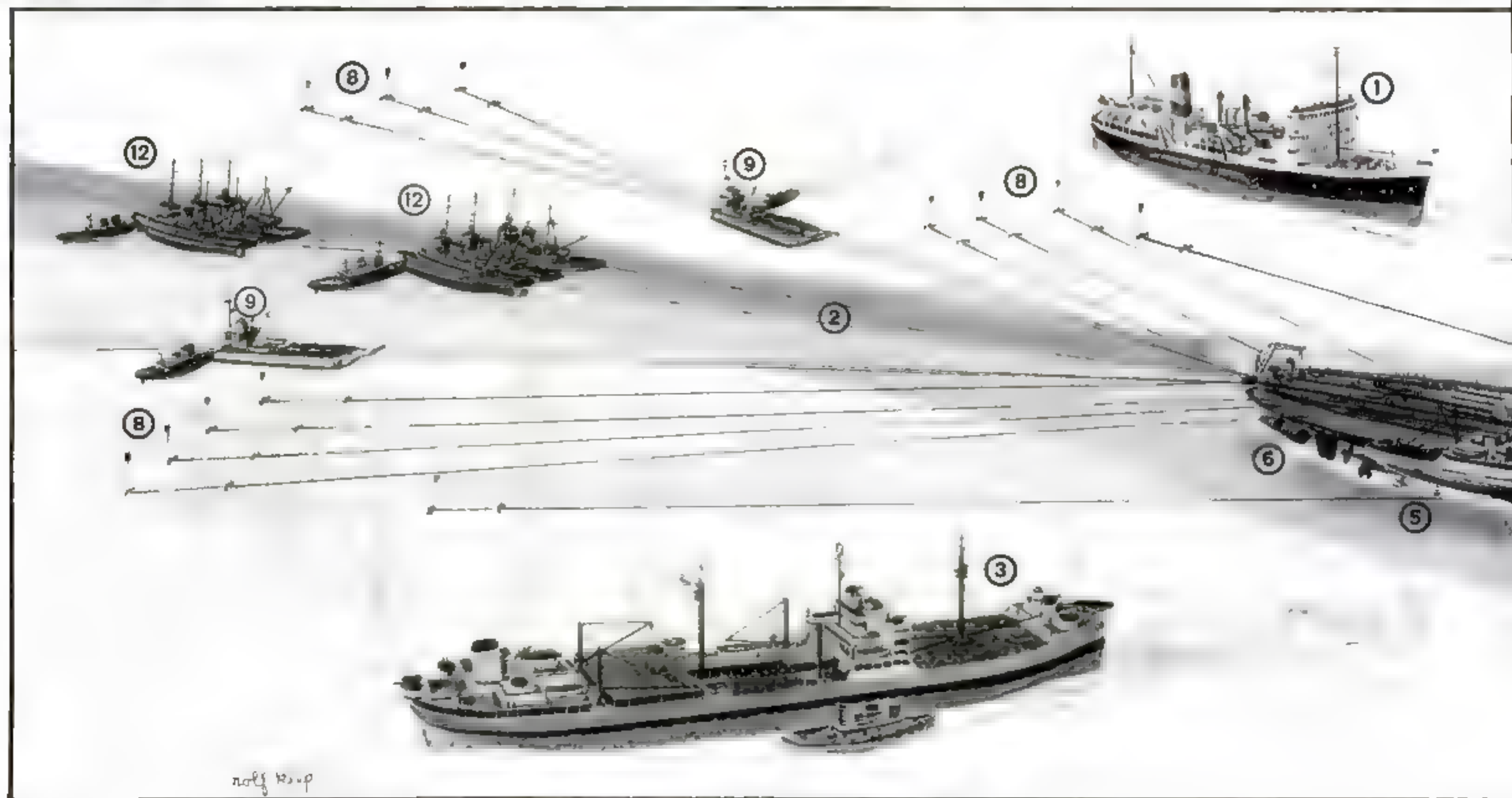
POLICE SIGN WARNS: 205 TRUCKS AT ZONAL BORDER

THE REDS APPLY

"Baby blockade," which clogs up

The Communist needle, always poised, was jabbing at a sore spot in Germany last week. At the Russian zonal border 110 miles from Berlin, trucks loaded with goods for West Berliners were stalled in mile-long lines (left) while Russian guards fiddled endlessly with their cargo and papers. It was a "baby blockade," turned on and off capriciously to create a nuisance—and also to remind the West that Russian whims could cut Berlin's life lines at any time.

Though at the week's end Russian caprice had



"MO" GETS FREE

Diagram shows how ship got off

After 15 days of torturous effort the Navy finally got the mighty *Missouri* free. The 45,000-ton battleship was hung up in Chesapeake Bay on a bed of sand which hardened like concrete under the ship's weight. The sand bar is shown as if there were no water around the hull in this drawing, which summarizes in chronological order the high points of the salvage operation. First, an Army dredge (shown

standing by at 1) scooped out a channel 2 between the sand bar and the deep water the battleship had carelessly left. Then, after lightening the ship by pumping its heavy fuel into tankers (one is shown at 3) and unloading unneeded stores onto barges (like the one at 4), salvage divers were sent down at point 5 to dig away at the heavy sand and fasten pontoons 6 which would increase the ship's buoy-



A U.S. MOTHER LOOKS OVER WORK OF BERLIN REDS

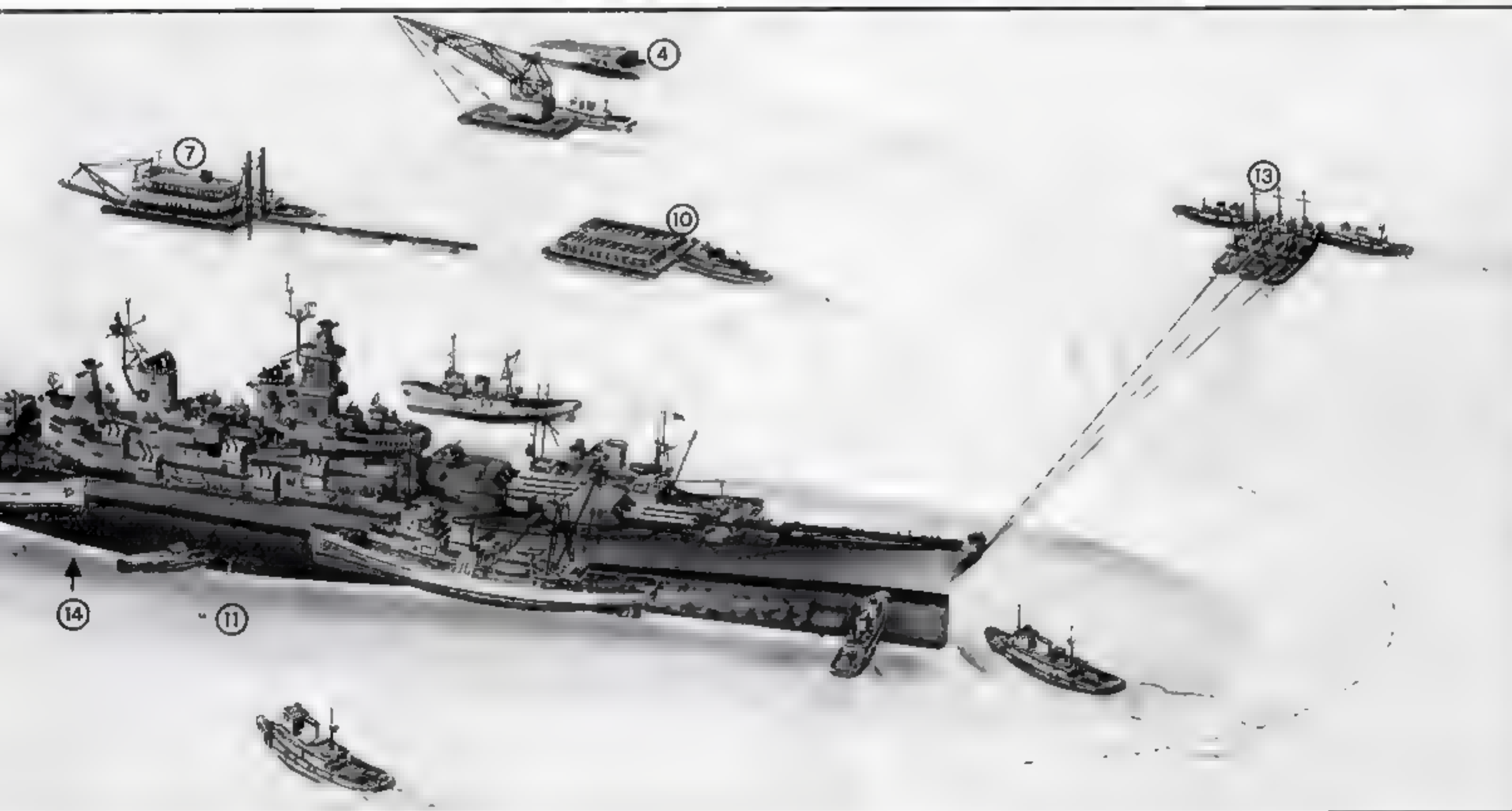
NEEDLE IN BERLIN

the autobahn, is latest technique

—temporarily, at least—lifted the blockade, their East German government was still needling Americans and others to quit the capital. Communist youths scrawled inscriptions on American homes inviting them to depart (above). The point was underscored by Communist Gerhart Eisler, who had skipped bail in the U.S. and is the Red propaganda chief in East Germany. In a rally staged provocatively right on the border between Eastern and Western Berlin, Eisler told all Allied residents to get out.



POLICE OF EASTERN (LEFT) AND WESTERN BERLIN (RIGHT) LINE UP TO HOLD BACK CROWDS AT EISLER RALLY



ancy. A commercial dredge 7 was called in to clear away more of the bar and pairs of heavy anchors marked with buoys 8 were set out for the *Missouri's* stern winches to pull against in an effort to help herself out backward. Two anchored salvage ships 9, equipped with block and tackle to increase the pull, were added to help heave. Still too heavy, the ship unloaded her 2,205 tons of ammunition onto barges

(like that at 10). Explosive charges were planted amidships at point 11 to loosen the sand. Finally two sets of powerful tugs 12 were attached by cables to pull straightaway at the stern while another team of tugs 13 alternated back and forth from starboard to port in a 180° arc (dotted line) to swing the ship loose from her sticky vise. After four tries—and many other miscellaneous measures, which includ-

ed running the crew back and forth across the deck to rock the ship—the *Missouri* was freed last week with the help of a lucky wind-pushed high tide and towed to drydock. The only real damage proved to be an easily repairable 25-foot gash in her outer skin (arrow at 14) caused by running onto a steel plate of a shipwreck buried in the sand. Then the Navy went to work to determine the cause of the fiasco.



BIDDING STARTS between Rita Lincoln and Dave Bergrin. She says, "Two bucks." He puffs, says, "Three."



OUTBID AT \$8.50, the unhappy Rita takes a long look at the pie (right) and grimly starts rolling up her sleeves.



GETTING READY, Rita grabs a bath towel and backs off shouting, "Dave, don't you dare to mess up my hair."



AWAITING PIE, Rita clamps shut her eyes and mouth, tries to hold breath. Friend holds Rita and towel in place.



PIE IN EYE nearly smothers Rita, and Dave rubs it in her ears and her hair to get all his \$8.50 worth of fun.



NEXT CUSTOMER takes good look at Rita, wonders if she has enough money to be safe when bidding starts.

ALPHA EPSILON PI USES PIE TO RAISE DOUGH



PRIZEWINNERS DISPLAY TROPHIES BEFORE TARGET

At Georgia University, college girls get plastered for a good cause

The pies, donated by two Athens bakers, were designed for consistency rather than taste. All 90 were thick and wet, heavy with flour and just gummy enough to withstand short fights. The auctioneer who sold them over a public address system was pleasantly raucous and the targets themselves were irresistible: most of them were pretty coeds. Their pie-throwing contest was, the members of Alpha Epsilon Pi figured, a sure-fire blend of three college favorites—noise, violence and just plain mess. Besides, it was for a good cause. For three straight years their fraternity had been the University of Georgia's champion money raiser for the March of Dimes fund for infantile paralysis. They hoped this contest would put them on top for the fourth time.

The rules were simple and ingenious. The contestants bid against each other in pairs. The high bidder

won the pie and the right to throw it at the loser's face. To be on the throwing end cost money—sometimes as much as \$8 or \$9—and even the most sporting winners were reluctant to take wild chances. Instead of standing off and throwing the high-priced wares, nine out of 10 walked up to their victim, who stood with head sticking through a hole in a canvas target, and smeared the pie into face and hair. "It feels cold," said one senior of her experience, "very cold and mushy. It feels as if your whole head and hair were suddenly covered with thick glue."

Some targets like Rita Lincoln (above) were resigned or recalcitrant. But others, like Alpha Epsilon Pi's sweetheart (opposite page), seemed to love it. When they were all smeared and the show was over, the fraternity doorstep was deep in pie. But they were champs again: the pies had sold for \$340.



NINE DOLLARS WORTH OF PIE HITS THE FACE
OF JOAN RUDEN, THE FRATERNITY SWEETHEART

INGRID BERGMAN HAS A BABY

Rossellini accepts congratulations on the birth of 7 lb. 14 oz. boy

Actress Ingrid Bergman gave birth to a 7-pound, 14-ounce boy in Rome last week. The event fascinated more than it shocked a world full of people who had followed the romance between Miss Bergman and Movie Director Roberto Rossellini.

Miss Bergman was still the wife of Dr. Peter Lindstrom, but it appeared that the baby's father was Rossellini. He rushed to the hospital just in time for the birth, happily accepted congratulations afterward and said that the baby's name would be Roberto. His religious adviser forecast Catholic baptism for the infant. Meanwhile the Church had not yet annulled Rossellini's previous marriage—a union which was dissolved by civil action in January. Miss Bergman had already applied for a quick Mexican divorce from Dr. Lindstrom and hoped to get it this month.

All this news was reported in great detail on page one by most U.S. and European newspapers. From Rome, LIFE's Roy Rowan reported:

"Oddly it was Ingrid's rival, Italian Actress Anna Magnani (see close-up on page 115), who saved the hospital from immediate storming by the Rome press. That night most of the city's newsmen were viewing the special premiere of her new movie, *Volcano*. But by midnight photographers swarmed in the dark around the locked iron grille gate at Villa Margherita Hospital.

"Rossellini angrily resisted pictures because on Jan. 22 an Italian photographer had caught the only pregnancy pictures made of Ingrid (right). Rossellini had that photographer arrested.

"His resistance only heightened the newsmen's competition after the baby was born. The press called the locked hospital 'Rossellini's Iron Cur

tain,' and the graying director of the institution complained, 'Our clinic is missing a great opportunity for publicity.' Finally the director agreed to let the press in without cameras. He regretted this decision. Reporters bombarded bashful Catholic sisters with questions. Cameramen dashed into operating and X-ray rooms, flung open linen closets and ducked into wards, startling the patients, while the squealing, white-robed sisters chased them along the hallways.

"The carabinieri at last cleared the press from the building. Several photographers left and returned later on motorcycles, disguised as messengers. One arrived in a Homburg, striped pants and spats posing as a Swedish Embassy representative carrying an urgent message for Ingrid Bergman. Another gambled on his wife's pregnancy to gain admission. Rushing her to the hospital, he announced she was in labor. Examination showed this was one month away, and the

deflated pressman and bulging wife were ushered quietly out of the gate. Still resisting photography, Rossellini charged at a group of cameramen and grappled inconclusively with LIFE's Jack Birns."

The Vatican newspaper *L'Osservatore Romano* deplored all this and more too: "... An affair in which, in the face of divorce laws, invoked but not yet applied, is ... openly, undeniably and clamorously, a violation of conjugal fidelity."

Considering the paternity laws of Italy and California (where Dr. Lindstrom plans a divorce), it seemed that the baby's name will be Lindstrom until somebody finds a legal loophole by which this can be avoided. Meanwhile the baby's nurse said, "Eat, eat, eat! That's about all the fat little pigeon does."



THE FATHER glares at LIFE's Roy Rowan and Jack Birns (right, rear) at hospital



THE MOTHER turns her head away from an Italian cameraman who snapped this revealing picture Jan. 22.

TANGOS PEOPLE WHO WERE BORN OUT OF WEDLOCK



WILLIAM THE CONQUEROR



CESARE BORGIA



ALEXANDER HAMILTON



COSIMA WAGNER



RAMSAY MACDONALD

There have been many famous children born out of wedlock. The pictures above show five of them. William the Conqueror, who ruled England in the 11th Century, was the son of Robert the Devil, Duke of Normandy, and a tanner's daughter; lacking a legitimate son, the duke had his title transferred to young William, who was widely called William the Bastard; he invaded England and became its king. Cesare Borgia was the favorite son of a 15th Century pope, Alexander VI, and an Italian noblewoman; cruel and profligate Cesare became a cardinal. Alexander Hamilton, great American

patriot and first Secretary of the Treasury, sprang from the love of a Scottish merchant for a French physician's daughter whom he never married. Cosima Wagner was the illegitimate daughter of Composer Franz Liszt; as a young woman she married Hans von Bulow, a well-known pupil of Liszt, but she deserted him to live in sin with Composer Richard Wagner and bore Wagner three children before they married. The British statesman Ramsay MacDonald was born out of wedlock, the child of a ploughman and a farm girl; he became first Labor prime minister of England in 1924.

WELCOMED

*by more
people than
any other
new soup
in history!*

*Have you
tried it?*



21 KINDS TO CHOOSE FROM: Cream of Asparagus • Beef Bean with Bacon • Beef Noodle • Black Bean • Bouillon Cream of Celery (new!) • Chicken with Rice • Consommé Cream of Chicken • Chicken Gumbo • Chicken Noodle Clam Chowder • Cream of Mushroom • Ox Tail Green Pea • Pepper Pot • Scotch Broth • Tomato Vegetable • Vegetarian Vegetable • Vegetable-Beef.

Perhaps you've already tried Campbell's Cream of Chicken Soup. If so, then you're probably welcoming it often at your house. Like so many millions, you appreciate both its deliciousness and the happy way it fits into family meals.

Of course there's a special reason why folks have taken to this new soup. They found it so rich with chicken . . . so smooth with cream. They liked those tender pieces of chicken all through it. And women decided that here was a delicious main-dish soup they could depend on for nourishing lunches and suppers . . . and for the youngsters, too.

If you haven't yet tried this fine cream of chicken soup, do so soon! You're really missing something!

P.S.

For a marvelous Chicken-Cream Sauce: Stir one can Campbell's Cream of Chicken till smooth. Add $\frac{1}{2}$ cup milk slowly, stirring constantly. Heat and serve. Makes about $1\frac{3}{4}$ cups.



Warm reception

In a hot toddy or any other drink, so many, many people would rather have Four Roses. It offers so much more in quality at such a reasonable price.



FINE BLENDED WHISKEY
90.5 PROOF. 60% GRAIN NEUTRAL SPIRITS
FRANKFORT DISTILLERS CORP., N. Y. C.



Wouldn't you rather drink **FOUR ROSES?**



SWIMMING CAPS

Rubber hats to wear under water
are fashionable new wave-savers

The flattering rubber headgear above represents a new skirmish in the battle of the bathing-cap manufacturers vs. Esther Williams. Miss Williams some time ago depressed the industry by proving that a woman with wet hair could look beautiful, provided her hair was long enough to braid and she had a face like Esther's. A lot of women began dispensing with their caps since the customary white skull-hugging style often re-embled

a peeled onion. Now, however, the Klonert Company is introducing on the Florida front a number of hatlike caps which are both practical and fetching. The flowered bonnet has 17 dozen rubber buds, comes in several pastels and costs \$7.50. The rose-decked cap costs \$3.95, is made like some worn in an Aquacade ballet. The multicolored polka dots are screen printed on a cloche that sells for 89¢. All three come with chin straps for determined divers.



It's time to remember the way to Her heart



Whitman's
CHOCOLATES





A YOUNG CONSERVATIVE WEARING A MONOCLE AND A STARCHED COLLAR SHOWS HIS FELLOW PARTY MEMBERS HOW TO HECKLE A LABOR PARTY SPEAKER

HOW TO HECKLE

The British Conservatives refine vulgar art to help win election

In the British elections the Conservatives had wheeled out their biggest gun, Winston Churchill, who made a resounding start. But the party knew that before voting day on Feb. 23 it would have to get its little guns into action too. Last month a thousand party members filed into London's Victoria Hall to get some lessons in a vital subject: how to heckle. As a group, the Conservatives are past masters at the art of upsetting speakers at political

rallies. But the experts wanted to be sure everyone knew the finer points: how to phrase questions, how to pile them one on top of another, how to call rude names politely. For practice, a young Tory made a rousing Labor speech, while hecklers in the audience (*above*) demonstrated how to handle him. Then, after tea, a Conservative speaker took on a team of "Labor" critics to show the Conservatives how to defend themselves by heckling the hecklers.

Its Name Indicates Its Character

IN adopting the name of Abraham Lincoln, this company assumed the responsibility of measuring up to that great name—in character, integrity and thoughtful, human service.

THE LINCOLN NATIONAL
LIFE INSURANCE COMPANY
FORT WAYNE 1, INDIANA



© 1950
The Lincoln
National Life
Insurance Co

How to Heckle CONTINUED

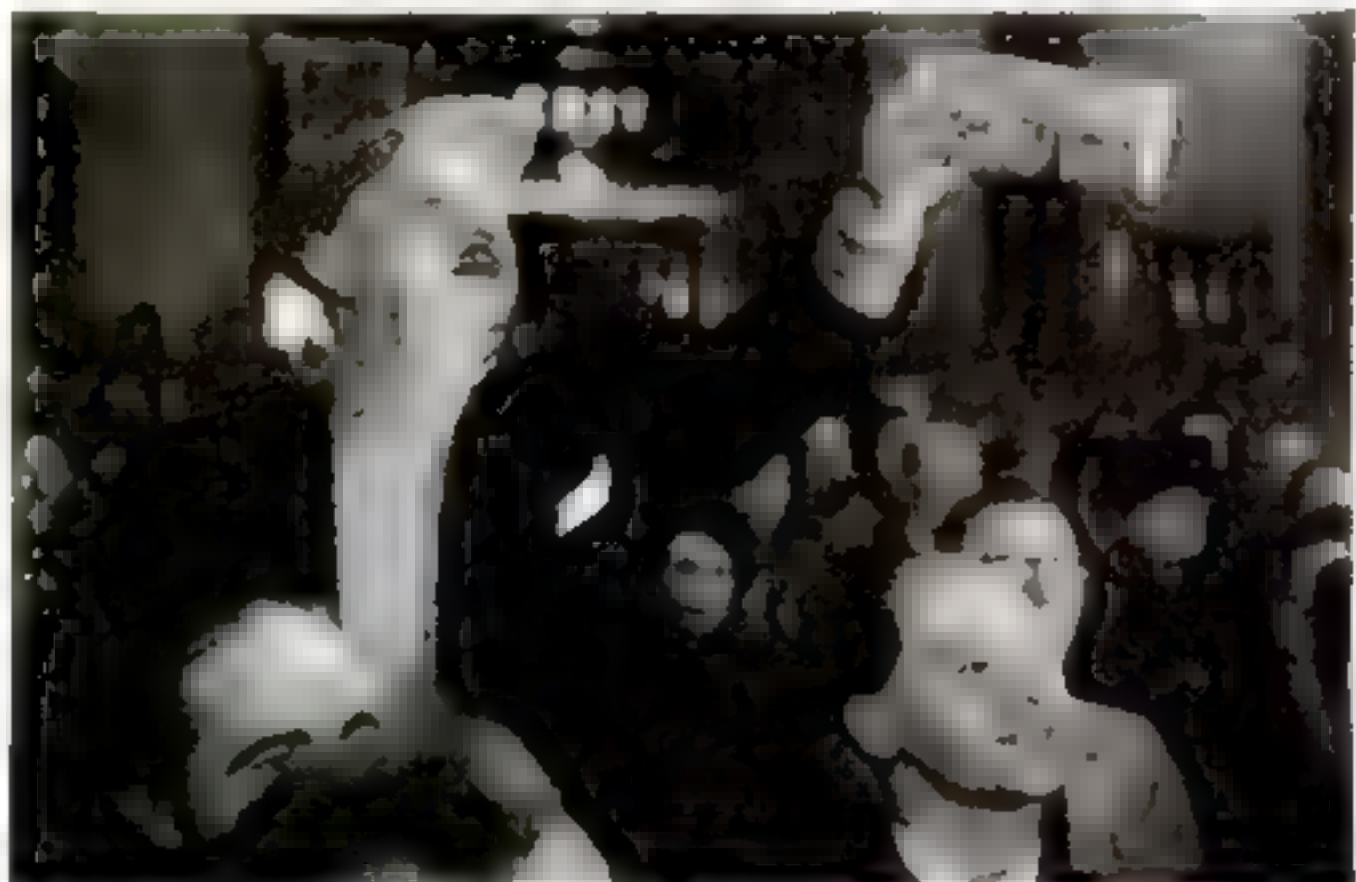
A "LABORITE" GETS TOLD OFF



HECKLING INSTRUCTOR David Cook shows a briefing committee the dockworker's garb he will wear at meeting where he will pretend to be a Laborite.



IN THE MEETING Cook listens to Tory speaker and waits for opening. He is Conservative candidate for Parliament himself, will face real heckling later.



WAVING A NEWSPAPER, Cook rises suddenly to call speaker a liar. The speaker's firm answer: "Sir, you are a gentleman. That makes us both liars."

CONTINUED ON PAGE 50



WILD LIFE IS PLENTIFUL—AND TAME—IN THE GREEN SPACES OF CANADA'S NATIONAL PARKS



Relax by a tree-girt, sunlit lake. You'll live in your swim suit, acquire a golden tan as you enjoy sailing, paddling, fishing with good companions.



Canada's West Coast, with its Indian villages and spectacular scenery, rates "tops" with sightseers. Protected cruise waters invite you to a holiday afloat.

See new sights... Nature at her best... in *Canada*

Step over the border into exciting new vacation country. Make this your year to explore Canada's lake-and-forest play-country . . . to recapture the colour of the past in storied cities. Cruise scenic coasts and mighty waterways . . . settle down at some inviting resort or summer colony for a carefree life of swimming, sailing, riding, gay social times. Make your vacation count . . . in this friendly land. Write for detailed information or use the coupon below.

7 VACATION POINTERS—ALL POINTING TO CANADA IN 1950

1. New, interesting—"foreign" atmosphere.
2. A million square miles of scenic playground.
3. Friendly cities, hospitable people.
4. Friends and relatives waiting to welcome you.
5. Lots to do—sports, recreation, sightseeing.
6. Near—easy to get to—no border "red tape".
7. Your vacation dollar buys more, goes further.

NO PASSPORT NEEDED

CANADA

CANADIAN GOVERNMENT TRAVEL BUREAU
Ottawa, Canada

D. Leo Dolan, Director

Please send me your illustrated book,
"CANADA, VACATIONS UNLIMITED"

Name

Street and No.


Town State
011615034 (PLEASE PRINT)

Vacations Unlimited



Beauty lovers find Canada rich in "picture-places" like Percé (above) on the romantic Gaspé coast of colourful Quebec province.

Bouquet for a busy hostess...

 Bright tribute to your talent for setting an inviting table — the kind that only *you* know how — with fresh flowers, lacy cloth and, of course, your cherished Reed & Barton Sterling.

Each piece a solid silver symbol of good taste — so carefully chosen for your very own — from among the many exclusive designs of precious Reed & Barton Sterling. It's yours for a lifetime of day-to-day enjoyment — proudly possessed, obviously admired.



Six-piece place setting approximately \$22.50 to \$28.75, including tax, at leading jewelry stores and silver departments.

Helpful Hostess Hints: For fascinating, valuable booklet, "How To Be A Successful Hostess," send 10c to Box 990, Dept. LF, Taunton, Mass.

How to Heckle CONTINUED



ON THE PLATFORM a Tory, pretending to be a Labor candidate, makes speech to give other Conservatives practice asking embarrassing questions.



FROM THE FLOOR a party worker, pretending to be a Labor housewife, asks Conservative how his party could do any better in office than Labor party.



IN THE AUDIENCE a Conservative housewife takes notes on heckling technique for use in future meetings, where she will help to attack the opposition.



Studebaker Champion 4-door sedan

Smart 1950 buy—this new Studebaker's thrift and value!

JUST LOOKING at the low, long, alluring new 1950 Studebaker tells you that it's a car with the right build for thrift.

You see no bulging excess bulk that would hitch a ride at your expense and squander your gasoline needlessly.

You get welcome protection against unexpected repair bills, too. The whole structure of this Studebaker has the solid durability of top-quality

materials and wear-resisting craftsmanship.

Take the logical next step in getting the most for your new-car money. Try out the amazing "next ride" of this distinctive new 1950 "next look" Studebaker.

Stop in at a nearby Studebaker dealer's showroom and go out for a convincing drive in a low-price Champion—a value-packed Commander—a special extra-long-wheelbase Land Cruiser.

***New 1950
Studebaker***

***Styled ahead and
engineered ahead!***



You ride in deep-bedded comfort—New balance of design and a brand new kind of coil spring front suspension serve to suppress jounces and jolts. Regal de luxe Champion shown has foam rubber seat cushioning.



You're money ahead on gas because there's no fuel wasting surplus weight in any 1950 Studebaker. Every model is trim and sleek—flight streamlined just right to assure you top gasoline and oil mileage.



You don't roll back on upgrades—thanks to Studebaker's automatic hill holder. It's standard on Commanders and Land Cruisers—costs extra on Champions. Automatic overdrive is available too, at extra cost.

White sidewall tires and wheel trim rings optional at extra cost



You get trustworthy craftsmanship that's the pride of numerous Studebaker father and son teams. It's one reason for the fine trade-in valuations on used Studebakers. © 1950, The Studebaker Corp.'s, South Bend 97, Indiana, U.S.A.

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MR. J. PETER HOGUET, Jr., popular young socialite and winter sports enthusiast. Discriminating in his choice of cigarettes, Mr. Huguet says: "I smoke Herbert Tareyton because no other cigarette gives me so much smoking enjoyment."

Discriminating people prefer Herbert Tareyton because they pay no more for this better cigarette. They appreciate the kind of smoking that only a genuine cork tip can give . . . the cork tip doesn't stick to the lips, it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Copyright, The American Tobacco Company



AT HEIGHT OF HER ILLNESS MRS. CORREA LIES IN A PLASTIC OXYGEN TENT. AFTER ONE DAY ON PENICILLIN TENT WAS REMOVED

Pneumonia

ITS DEATH TOLL HAS DROPPED 75% IN 20 YEARS

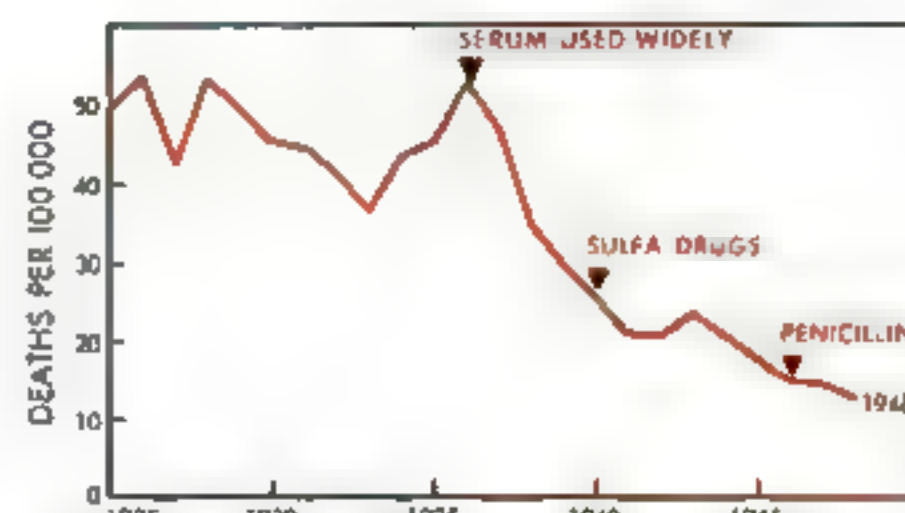
One day early this winter a young woman lay in an oxygen tent at New York's Roosevelt Hospital (above), gasping for breath and burning with fever. The examining doctors had made their report. Her disease: advanced lobar pneumonia; her chances of recovery: excellent.

The germ which infected this patient, Mrs. Florence Correa, strikes most often during wet winter months. Pneumonia may hit anyone, but seems to favor city dwellers—especially the very young and the old. Women are more susceptible than men. Fatigue, chilling, respiratory infections and alcoholism make people more vulnerable. Some pneumonia cases are caused by troublesome though seldom lethal viruses, but a majority of all reported cases are infected with the much more dangerous pneu-

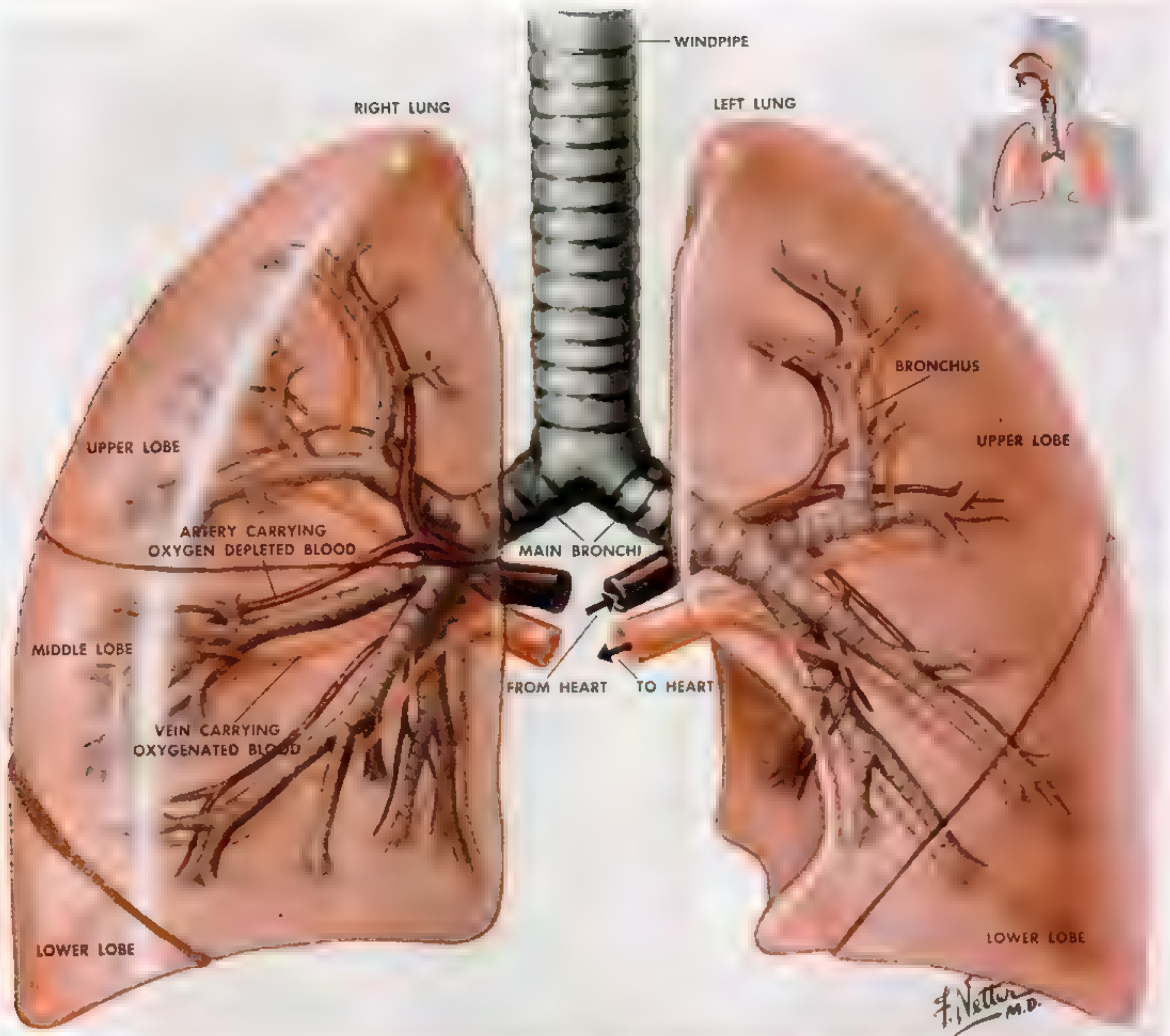
mococcus germ which causes lobar pneumonia.

If Mrs. Correa had fallen ill in 1930 instead of 1950 her doctor's report would have been far more pessimistic. For at that time one out of every three pneumonia cases ended in death. Doctors then had no effective weapon against the disease. But in the past 20 years three practical treatments have become available: animal serum, sulfa drugs and penicillin. Penicillin, the most recent, is by far the best, for unlike the other two it is as safe as it is potent.

In Mrs. Correa's case, penicillin halted the disease in a day and cured it in a week. In other cases its effects are as dramatic. The new drug, once hard to get, is now available to every doctor. Pneumonia, once the third greatest cause of death in the U.S., need no longer be feared.

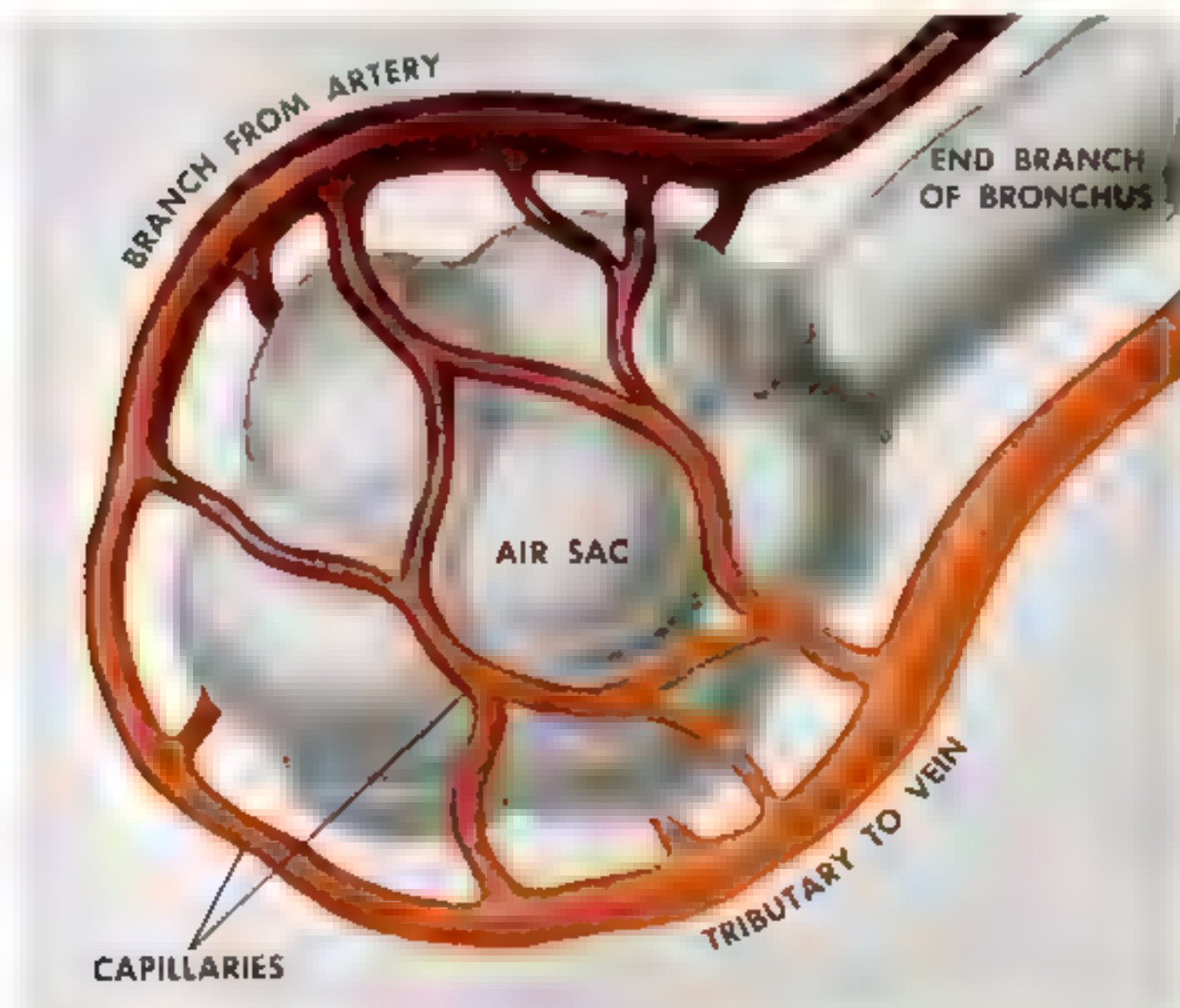


PNEUMONIA DEATHS have decreased by 75% since the late 1920s. Serum, though still unreliable, was in wide use by 1936, and during the next three years fatalities were cut almost in half. The more efficient sulfa drugs, first used around 1939, reduced the death rate further. Penicillin may cure 95% of cases.

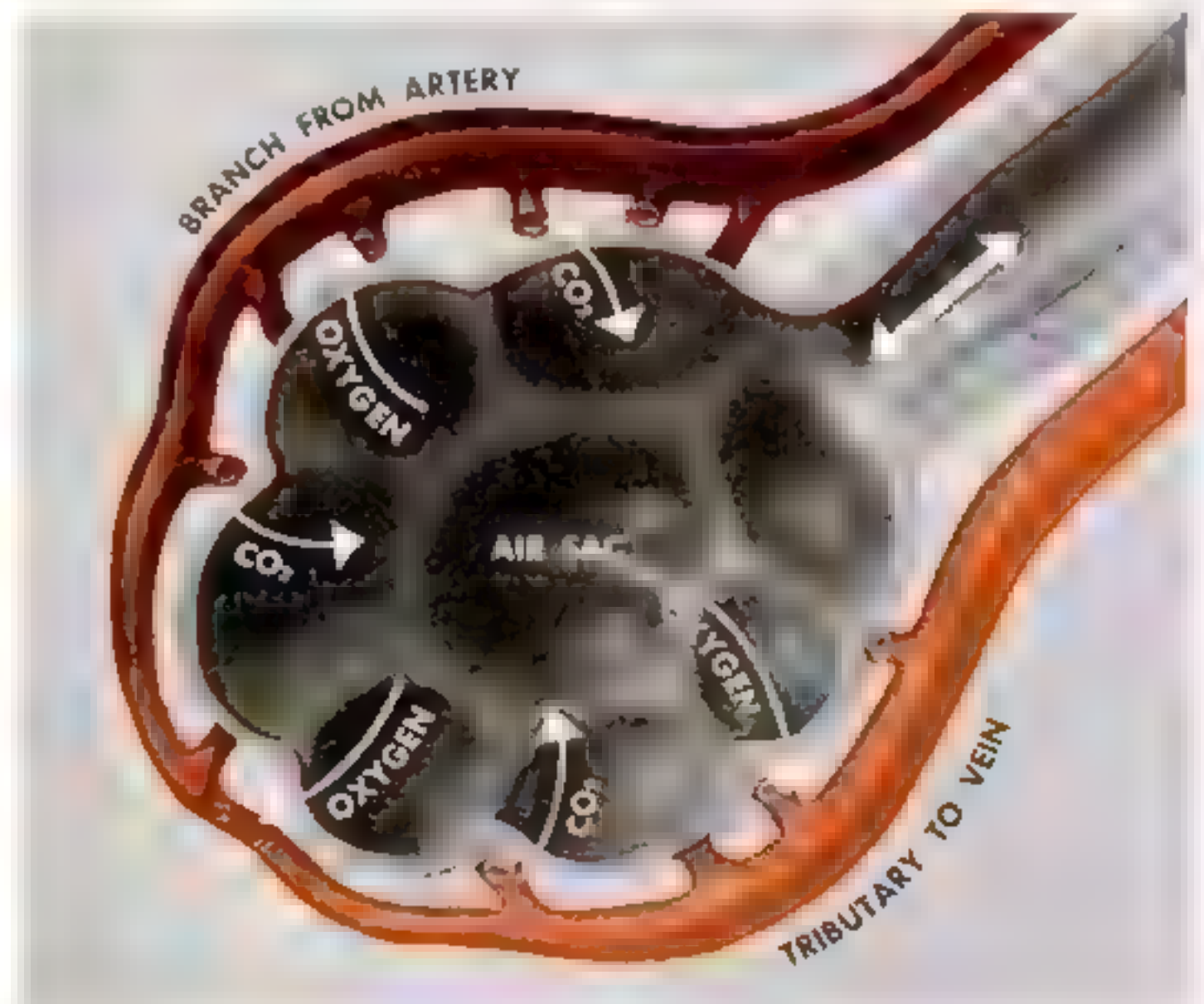


NORMAL LUNGS are spongy organs filled with millions of tiny air spaces. The right lung has three sections, or lobes; the left (which is smaller because it fits

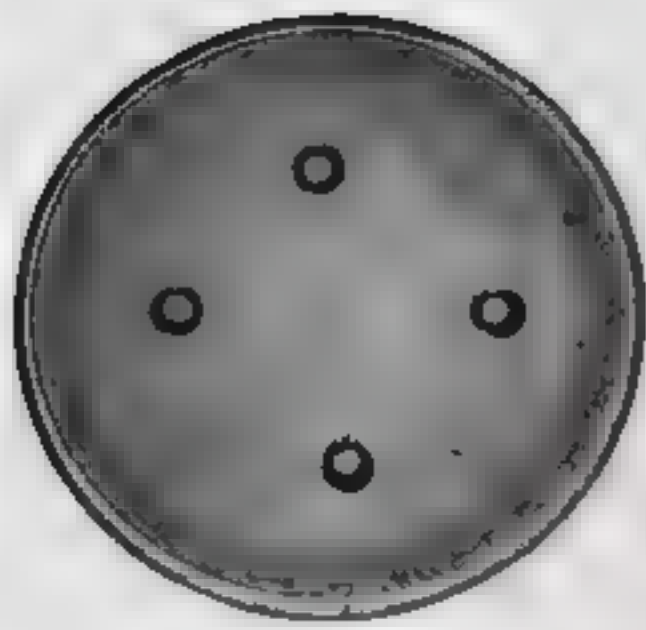
next to the heart) is only two. Air breathed in through nose and mouth descends as windpipe and is carried by bronchi throughout lung to pick up oxygen (*tubule*).



OXYGEN EXCHANGE occurs in the lungs' microscopic air sacs. Each sac is surrounded by minute capillaries (*above, left*) which connect with the arteries



bringing used blood from the heart and with veins carrying the oxygenated blood back. Blood cells draw oxygen through thin sac walls (*cross section above, right*).



DRUG VS. GERMS: Four containers are placed on culture of living pneumococci. The three holding penicillin (top) kill germs around them. The empty one (bottom) has no effect.

HOW PNEUMONIA RUNS ITS COURSE

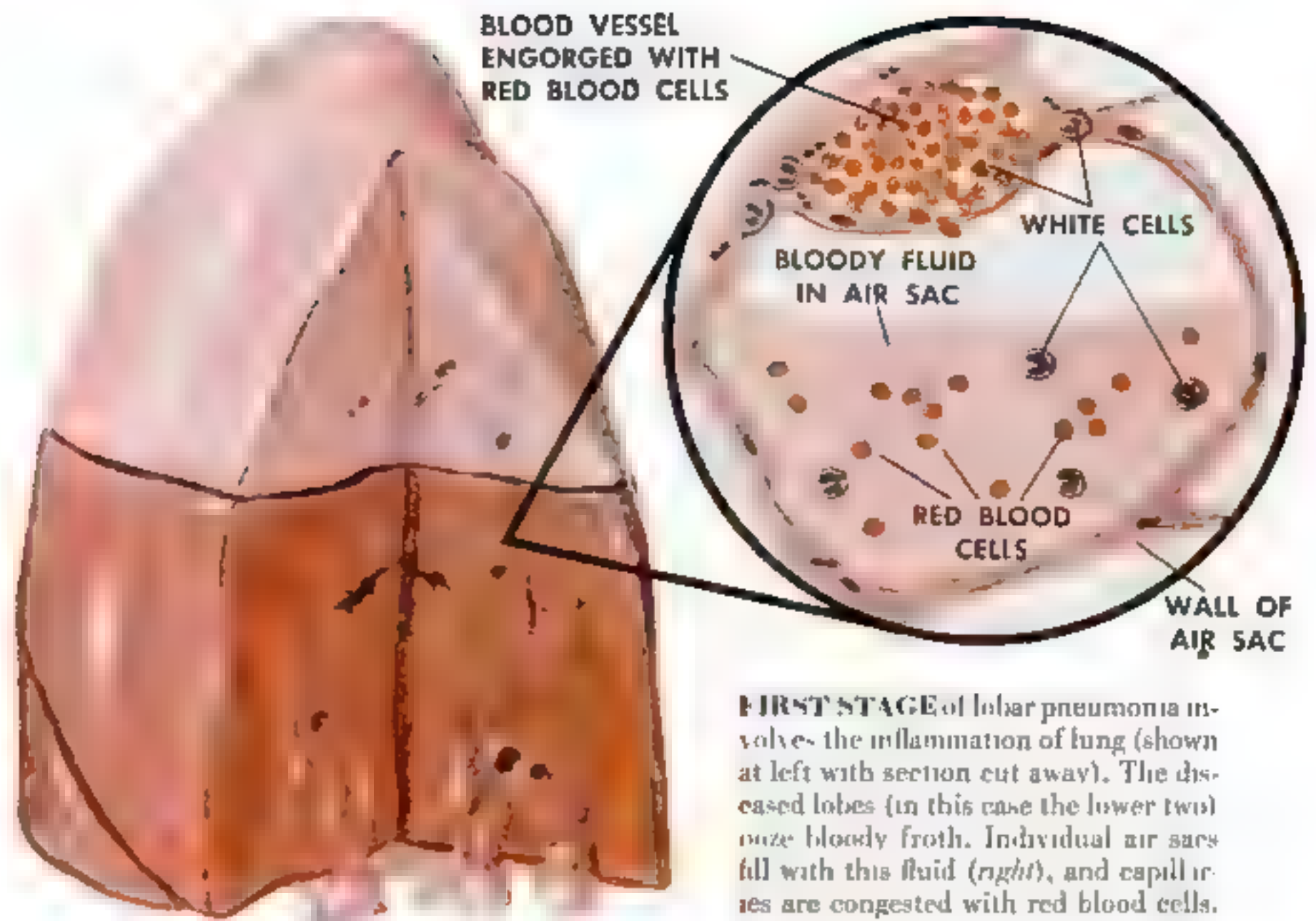
A famous medical classic of the 1890s—Osler's textbook—described pneumonia as a disease which "runs its course uninfluenced in any way by medicine" and so fatal to the aged that it was "the natural end of the old man."

Both of these statements have been made obsolete by the success of one of the most concentrated medical investigations ever undertaken—the 50-year search for a safe and sure means of controlling the germ pneumococcus, which causes both the classic lobar and the less important bronchial pneumonia. The reason for this immense medical effort was the seriousness of the disease itself. It affected all age groups and could quickly kill even the strongest and healthiest of men. It was especially common in temperate regions where it was at its worst during spring and winter months. Its symptoms were deeply impressed on the mind of every practicing physician: the sudden chill and high fever, the rapid pulse, the bloody cough, the chest pain and solidification of parts of the lungs. These changes came abruptly and without warning. For five or nine days the patient would fight the infection. Then, if he lived, the course of the disease would suddenly be reversed. This often took the form of a crisis in which, within a few hours, his temperature would fall from 105° to normal; his pulse would drop and delirium would give way to sleep.

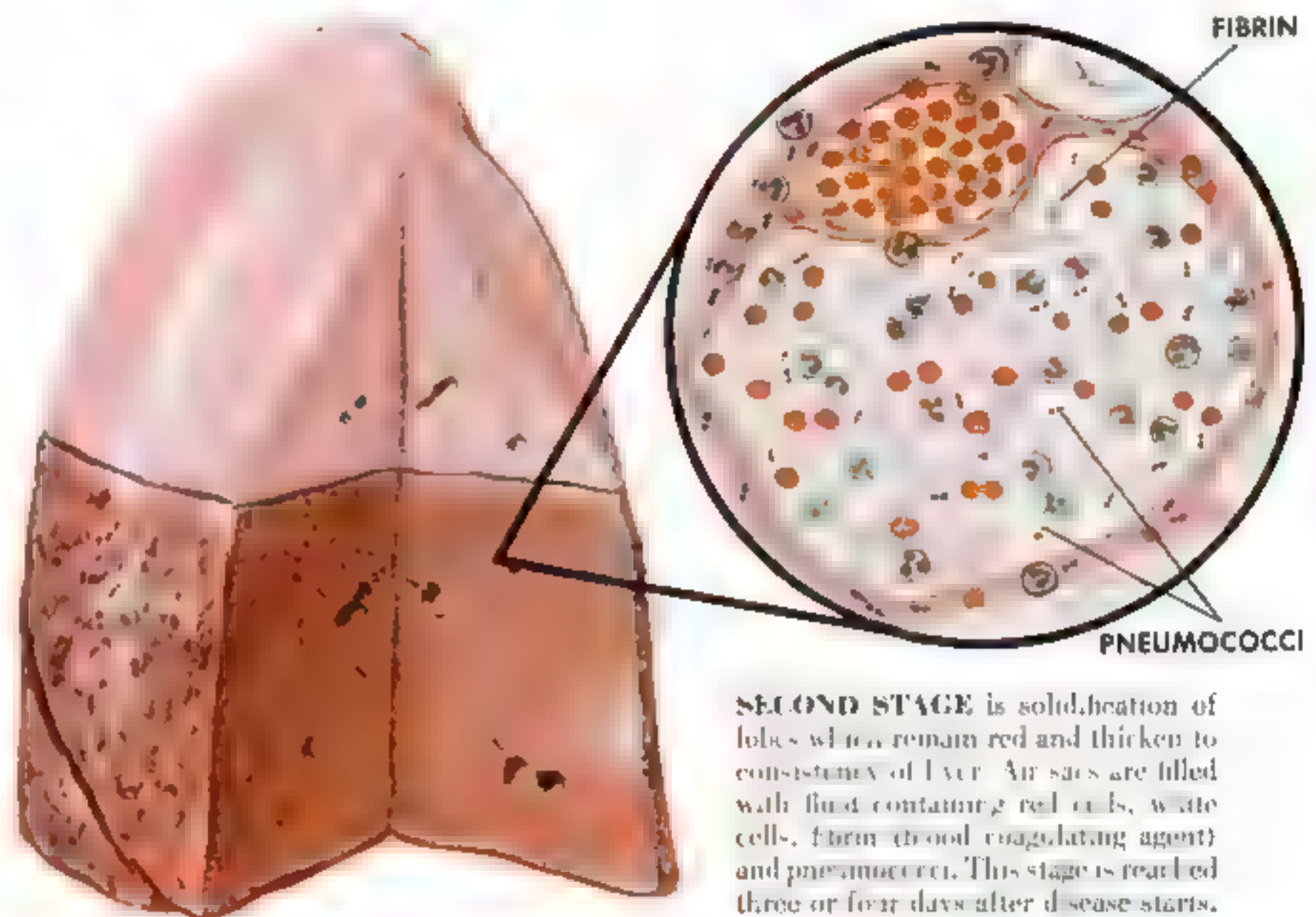
Pathologists knew enough about pneumonia to define the physical conditions of the lungs (right) which brought about these symptoms. They also understood thoroughly the mechanics of normal breathing (opposite page) which the disease disrupted. But the nature of the infection itself was a mystery. How did the germ work? What determined who got it? Exactly what happened during the crisis? These questions have not even yet been completely answered, but enough has been learned to conquer the disease.

Scientists found that there were at least 30 different types of pneumococcus, two of which were responsible for more than half of all lobar cases. Apparently these were passed by a patient or a carrier to a susceptible individual. It was also discovered that the blood built antibodies to fight these germs and that the crisis was caused by the concerted action of the antibodies against them.

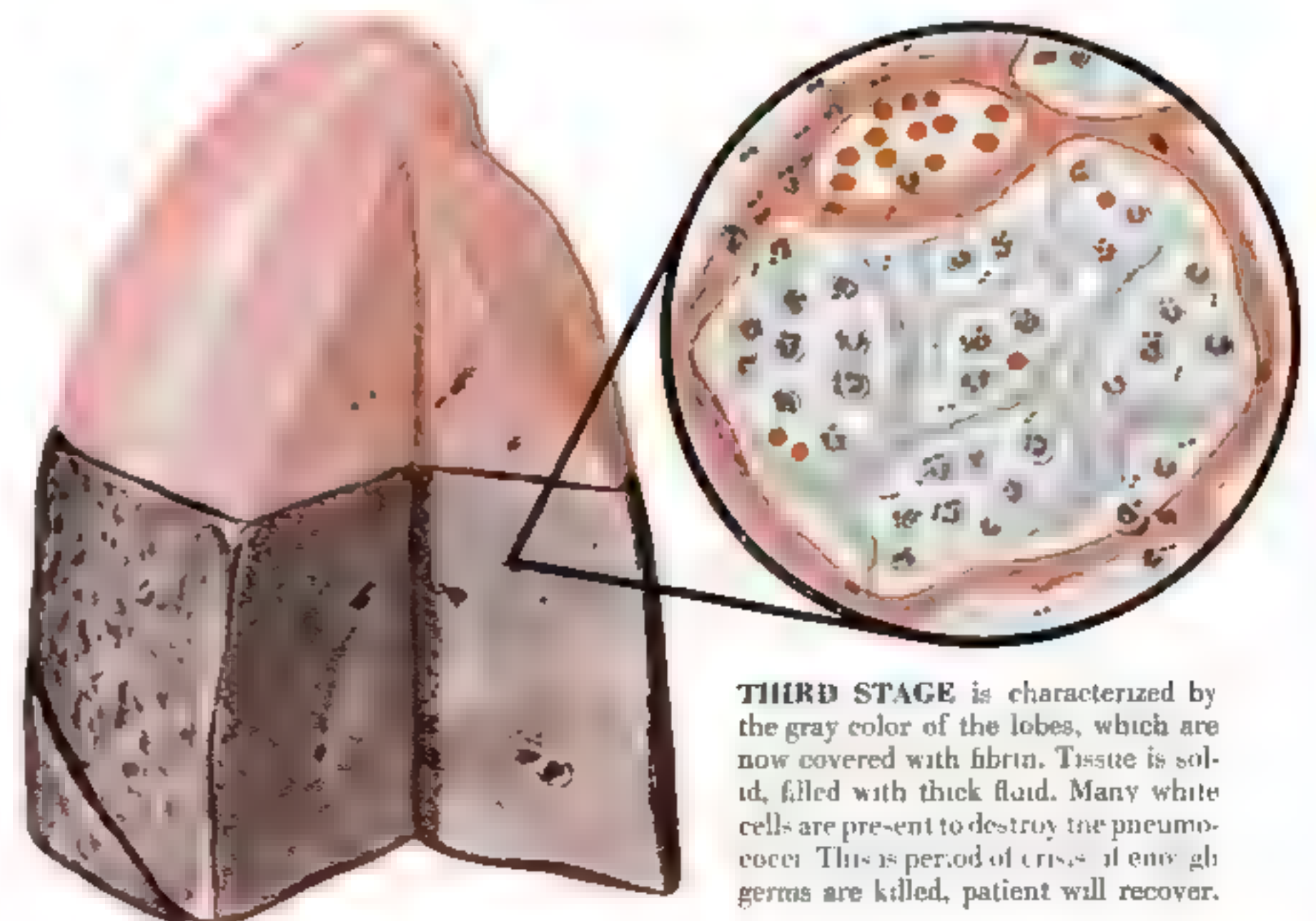
The discovery of antibodies led to the first pneumonia cure—animal serum. This substance contained antibodies taken from the blood of immunized animals. Properly administered, it could cure most cases of pneumonia. But it was tricky and dangerous to use. Then came the British sulfapyridine, a universally accepted drug which greatly lowered the death rate. But it too had bad side effects and had to be given cautiously. It was the discovery of penicillin that finally brought pneumonia under virtually complete control; for although this drug does not affect the less serious forms of the disease, such as virus pneumonia, it is an almost infallible cure for the deadly pneumococcus infection.



FIRST STAGE of lobar pneumonia involves the inflammation of lung (shown at left with section cut away). The diseased lobes (in this case the lower two) ooze bloody froth. Individual air sacs fill with this fluid (right), and capillaries are congested with red blood cells.



SECOND STAGE is solidification of lobes which remain red and thicken to consistency of liver. Air sacs are filled with fluid containing red cells, white cells, fibrin (blood coagulating agent) and pneumococci. This stage is reached three or four days after disease starts.



THIRD STAGE is characterized by the gray color of the lobes, which are now covered with fibrin. Tissue is solid, filled with thick fluid. Many white cells are present to destroy the pneumococci. This is period of crisis. If enough germs are killed, patient will recover.

Captured...
the delicious
blackberry flavor
of the true fruit



Blackberry Liqueur by Hiram Walker

You'll never believe the hard-to-catch flavor of luscious, fresh blackberries could be captured in a bottle until you taste Hiram Walker's Blackberry Liqueur. That just-picked-this-morning goodness of *all* Hiram Walker's fruit liqueurs adds a touch of perfection at the end of a grand dinner.

Delicious as a cordial, Hiram Walker's Blackberry Liqueur also gives a rich, fruity flavor to dessert sauces.

BLACKBERRY LIQUEUR SAUCE

Rub 2 cups fresh or frozen blackberries through fine sieve. Bring to a boil $\frac{1}{2}$ cup each sugar and water, simmer 5 min. Combine berries and syrup, flavor with 2 oz. Hiram Walker's Blackberry Liqueur.

ROYAL HAND SAUCE

Cream $\frac{1}{2}$ cup butter until very soft. Gradually add 1 cup confectioners' sugar. Flavor to taste with Hiram Walker's Blackberry Liqueur. Chill. Serve on deep dish pies or puddings.

HIRAM WALKER'S

CORDIALS

A RAINBOW OF FLAVORS



60 proof 60 proof 60 proof 60 proof 70 proof 70 proof 80 proof

Hiram Walker & Sons Inc., Peoria, Ill.

PNEUMONIA CONTINUED

MRS. CORREA'S CURE



THROAT SPECIMEN is taken by doctor for analysis. For complete diagnosis doctors also took X-rays and blood sample and listened to chest sounds.



PENICILLIN INJECTION was repeated twice daily for one week. Pneumonia was stopped by first dose, but Mrs. Correa got 4.5 million units in all.



AFTER FIVE DAYS of treatment Mrs. Correa looks cheerful, is able to sit up and read. Three days later she was strong enough to walk around the ward.

Pillsbury caught on

when you said you wanted pancakes lighter!

It's very likely that you have been hoping (as so many people have) to find pancakes that are *really* light and fluffy. Now Pillsbury gives you such pancakes . . . by improving this famous mix, step by step, until it is the one mix in America that makes pancakes with so much delicacy and lightness . . . such tenderness . . . and rich, golden color. Delicious flavor, too. Just add milk to Pillsbury Pancake Mix—and see for yourself!

It's another great mix from Pillsbury, Mix Headquarters. Wonderful for waffles, too. And for good old-time buckwheats—with new lightness—get Pillsbury Buckwheat Mix.

**LIGHTER PANCAKES
ARE HERE**



Happy way to start the day: piping-hot coffee and piping-hot pancakes!



**Pillsbury
PANCAKE MIX**

SPECIAL OFFER!
Stainless Steel Carving Set

ONLY \$1.00

plus Extra Value coupon from Pillsbury Pancake or Buckwheat Mix package

9 inch carving knife and matching fork by Eken—a \$2.00 value. Extra heavy polished stainless steel hollow-ground blade Rosewood handles. Order from PILLSBURY, Box 422, Minneapolis, Minnesota. Hurry! Offer expires April 30, 1950.



Millions of bottles are bought
by men who like that

*clear
clean
taste*



No one has ever been able to put into words the taste of a slice of prime roast beef or of a cantaloupe or a drink of fine whiskey . . . but we think this picture of Bill Honeybee at his morning sip of nectar comes mighty close to explaining what we mean by PM's "clear, clean taste". Order PM this p.m. and you'll know why millions of men insist on PM day after day.

PM
DE LUXE



National Distillers Products Corporation, New York, N. Y. Blended Whiskey. 86 Proof. 67½% Grain Neutral Spirits.



JANICE OHL TROTS ALONGSIDE OF SADHU AS SHE TAKES HIM OUT OF HIS STABLE FOR EXERCISE. IT WILL BE A YEAR BEFORE THE COLT IS OLD ENOUGH FOR RIDING

50,000 LETTERS FOR A COLT

Dayton girl wins a gray horse for finding a name for a black filly

Whenever Walter Farley writes a novel about the fiery horse named Black Stallion, tens of thousands of young readers go after the book as eagerly as their parents went after *Black Beauty*. His five novels have sold more than 475,000 copies. In writing his newest book, *The Black Filly*, Farley gives Black Stallion a daughter but, stumped for a name, he asked his readers to suggest one. As prize for the best name he offered an Arabian colt named Sadhu. He got 50,000 letters offering names.

Farley finally chose "Black Minx." But 13 contestants appeared to have listed Black Minx, and

to pick the winner Farley asked each of the 13 to write the reasons for his or her selection. Sixteen-year-old Janice Ohl of Dayton, Ohio won by writing, "I have dreamed over and over of owning such a filly. Minx suggests so many qualities I wanted her to have—spirit, impishness, regality, smartness and intelligence." Then, after Sadhu had been delivered to Janice, Farley's publishers, Random House, found that five other contestants had also suggested Black Minx and had been overlooked. Now the publishers may have to give another colt to the best writer of the newly found runners-up.



AUTHOR FARLEY is inundated by the 50,000 contest entries. Publisher lent staff of four to catalog names.

I WEAR FALSE TEETH

YET MY MOUTH FEELS
FRESH, CLEAN AND COOL
No "DENTURE BREATH" for me*



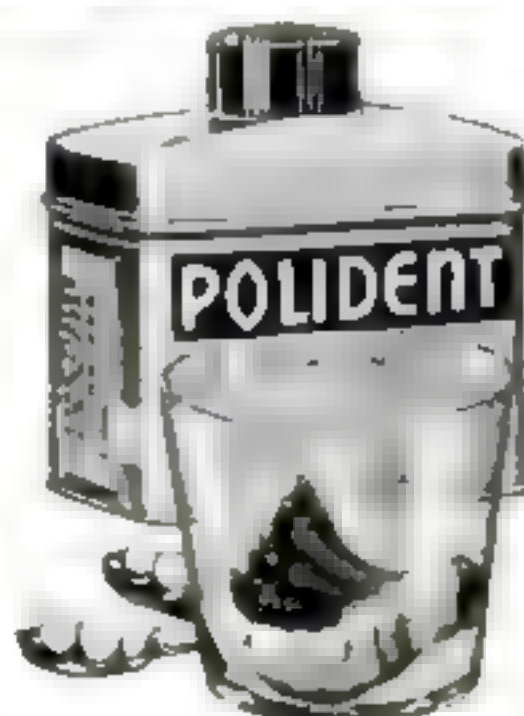
"POLIDENT is wonderful. It leaves my plate feeling cool, and clean, and fresh-tasting. And I know I'm safe from Denture Breath."

Mrs. O. C., Clear Lake, Iowa

YOU know what Mrs. O. C. means, don't you? It's a wonderful feeling to know that you're not offending friends with Denture Breath. And it's great when your plates feel clean and cool and fresh—from their Polident bath.

Soak your plates in Polident every day. It's so easy and quick. And Polident soaks into every corner and crevice—places brushing never seems to reach.

Remember—those dental plates of yours need the special care of a special denture cleanser. Don't brush them. Soak them in Polident (for only about a cent a day) to keep them sparkling with the original natural look—and free from Denture Breath! So get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER



Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

POLI-GRIP

Letters for a Colt CONTINUED

WHAT 12 RUNNERS-UP WROTE:



LAURA BRADSHAW, 13

"I selected Black Minx because a filly is always getting into trouble, like, for instance, being hit by a rattlesnake."



CAROL HANSEN, 18

"The name exemplifies that which is playful and gentle, yet full of fire and speed. It suggests an elf or nymph."



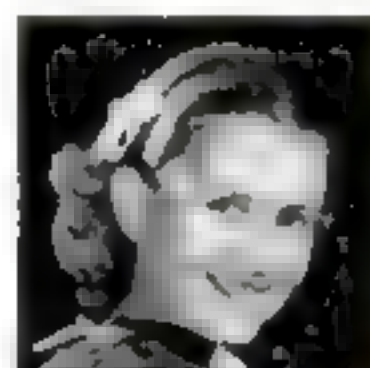
WAYNE BROSSAU, 8

"I am only five years and cannot write. I am glad that the horse will be called Minx. I asked Santa for some boots."



ELLEN JEAN SILVERTHORNE, 10

"Her name has to be unique so that it stands out as this purebred filly does. To me Black Minx is a perfect name."



LEONORA PRICE, 12

"She reminds me of a filly that I knew who galloped around and around the house one day, kicking up her heels."



JUDITH KAY PATTON, 9

"I think that this is a good name for the black filly because she should be friky and bold and getting into mischief."



MARILYN ARON, 13

"It was the only name I could think of that would fit a young and spirited black filly in the springtime of her life."



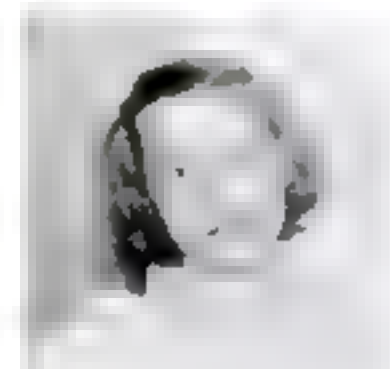
MIRAMAE MURPHY, 13

"I like the name Black Minx because sometimes my mother calls me that. Besides, it's easy for a horse to learn."



RAYMOND KARINEK, 13

"At first I thought of Black Majesty and Black Midnight. Then I picked Minx after I found it meant a pert girl."



FRANCES FOGAN, 10

"The Arabian horse always keeps his head up and never gives up. That is why I picked Minx. I am horse crazy!"



BETTY JO MUIR, 15

"I always think of a foal as being full of curiosity, and any animal that is curious is likely to get into mischief."



JANE PARKER, 11

"I looked up the word in the dictionary and found it means a saucy young girl. I knew it would be a good name."

CROSLEY

the Electric Range with Beauty and Brains

PUTS FUN IN YOUR COOKING!

CHOOSE FROM 7
BONDEOUS 1950
MODELS AT YOUR
DEALER'S NOW



CDD-0—Fully automatic—
"divided" top with
two ovens.



DE-139—
Fully automatic—
"cluster" top
with two ovens.



DE-19—
Every automatic
feature and
convenience.



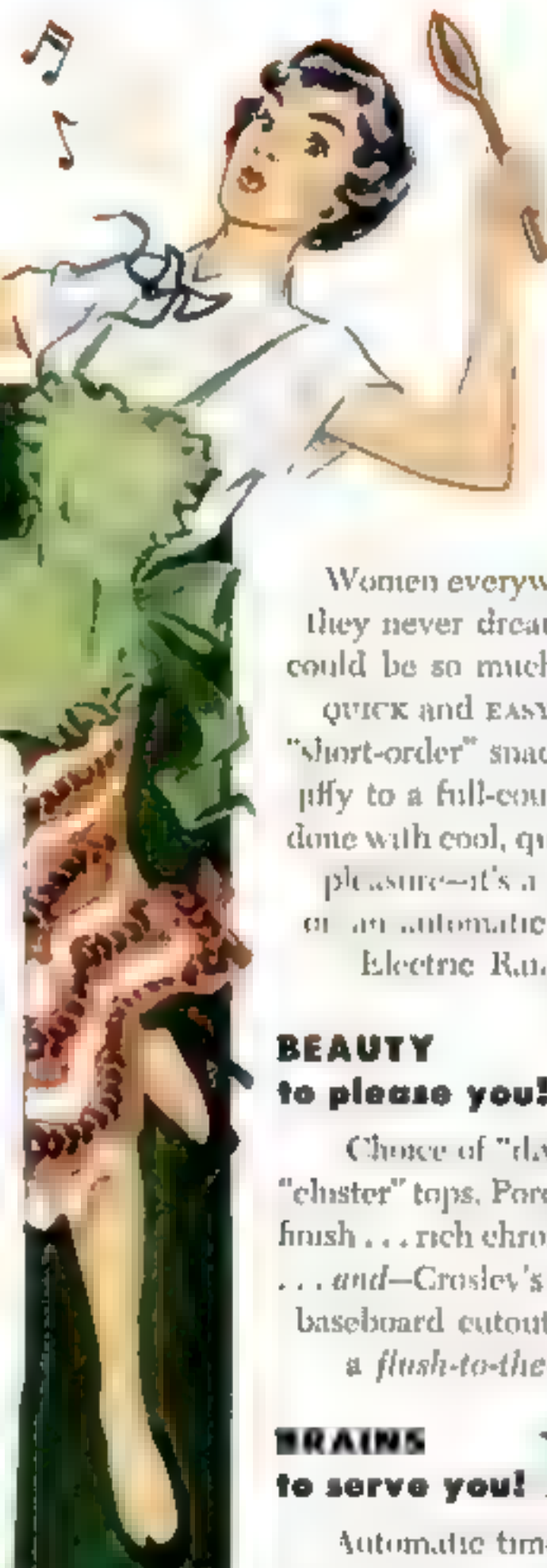
DDL-0—
"Divided" top
luxury at
a reasonable
price.



AE-149—Apartment
model for limited
space . . . also
available with three
surface units.



Model DE-125—Fully Automatic
Custom Model with "divided" top



Women everywhere tell us they never dreamed cooking could be so much fun — so quick and easy! From "short-order" snacks ready in a jiffy to a full-course banquet done with cool, quick ease and pleasure—it's a joy to cook on an automatic Crosley Electric Range.

BEAUTY to please you!

Choice of "divided" or "cluster" tops. Porcelain enamel finish . . . rich chromium fittings . . . and—Crosley's exclusive baseboard cutout permitting a flush-to-the-wall fit.

BRAINS to serve you!

Automatic timer—oven thermostat and preheat—signal lights—deep-well cooker that converts to an extra surface unit—everything cleverly designed to work for you!

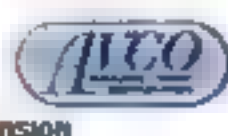
ONLY IN CROSLEY do you get this huge oven with this self-sealing, self-adjusting door (plus second oven if you prefer). Only Crosley gives you that inward-sloping lower panel, that removable lamp hood, and the removable "drip cup" on the oven vent for quick, easy cleaning.

7 HEAT SPEEDS (instead of 5 as on most ranges) provide the exact heat you want! Removable reflector pans—drawers with life-time lubricated bearings—smokeless broilers. No other range gives you all the features you get in a Crosley Electric Range—decide on yours, today!



Every Crosley Home Appliance is designed from the Woman's Angle—and of course, it's electric!

CROSLEY
CINCINNATI 25, OHIO



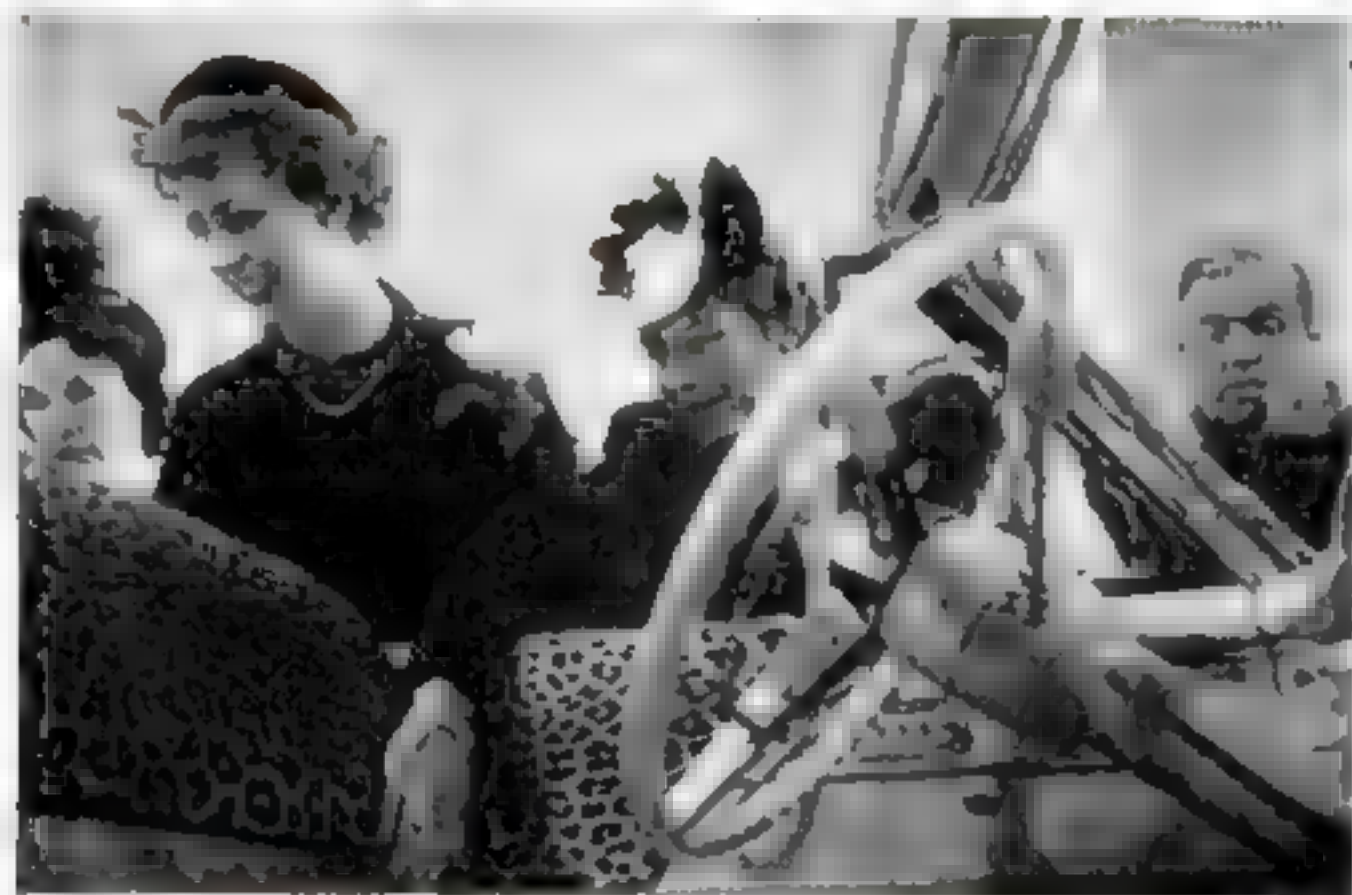
Better Products for Happier Living
Refrigerators • Freezers • Electric Ranges
Electric Kitchens • Steel Cabinets • Sinks • Electric Disposers
Electric Water Heaters • . . . Radios . . . Radio Phonographs . . . Televisions



\$35,000 AUTOMOBILE

A befurred Cadillac is the hit of the GM show

Last month General Motors again staged its own version of the pre-war National Automobile Show in New York's Waldorf-Astoria. To GM, and also to the rest of the auto world, the important thing about the show was that in nine days 320,000 people jammed it—a crowd even bigger than last year's and a happy omen for 1950's business. To those attending, however, the important things were ingenious cut-away motors opening up like books and the 38 cars that were displayed. The biggest eye popper of all was a tawny yellow Cadillac called "Debutante" (opposite), upholstered in silver satin and Somaliland leopard (the robe cord was leopard tail), with gold-plated hardware. It cost \$35,000 and, although it was not for sale, most visitors took five minutes to circle the well-guarded showpiece and get their fill of fingering its fur.



WOMEN COULD NOT RESIST touching the leopard skin (top pictures) which an attendant regularly smoothed with a brush (bottom). Quipped Comedian Peter Lind Hayes at his first glimpse: "A beautiful car! Who shot it?"

← MODEL WEARS COAT SUPPLIED BY FURRIER WHO UPHOLSTERED CAR

CONTINUED ON NEXT PAGE

Best known name...

Easiest Handling Cleaner...

It's a
Hoover
MODEL 115

49.95
only and your
old cleaner
Prices slightly higher in Canada

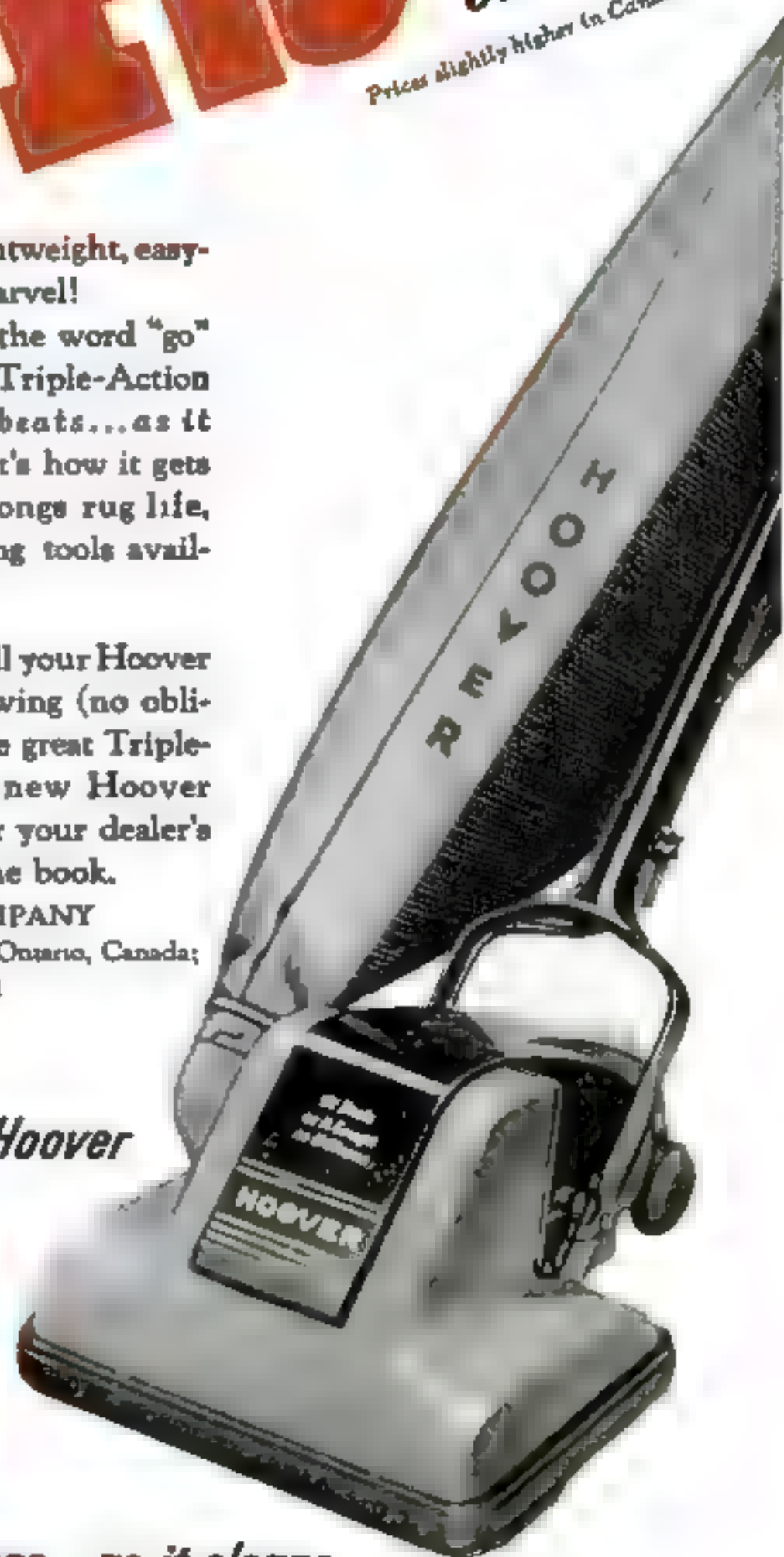
What a joy to use! This lightweight, easy-handling, quick-cleaning marvel!

And it's a Hoover from the word "go"—with Hoover's exclusive Triple-Action cleaning principle—it beats...as it sweeps...as it cleans! That's how it gets the deep-down dirt, prolongs rug life, keeps colors fresh. (Cleaning tools available at slight extra cost.)

ONLY \$5.00 DOWN! Call your Hoover dealer soon for a home showing (no obligation). See Hoover's three great Triple-Action cleaners and the new Hoover Cylinder Cleaner. Look for your dealer's name in the classified phone book.

THE HOOVER COMPANY
North Canton, Ohio; Hamilton, Ontario, Canada;
Perivale, England

*You'll be happier
with a Hoover*



It beats...as it sweeps...as it cleans

PARK & TILFORD RESERVE

*-the finest-tasting whiskey
of its type in America-*

The PREMIUM Whiskey at a POPULAR Price!

For those who prefer a light-bodied whiskey, we recommend Park & Tilford RESERVE as the superlative example and the incomparable value. These are the attributes that have long made it an American favorite.



FOUNDED 1840
"The Blend of
Experience"

PARK & TILFORD DISTILLERS, INC., NEW YORK • 62½% GRAIN NEUTRAL SPIRITS • 86 PROOF

GM Show CONTINUED



"PILLAR OF PROGRESS" in main ballroom was center for a display of revolving cars. Entire show was eight months in planning, cost over \$1 million. Parts of it will be used for dealer displays in other cities throughout country.



GM PRESIDENT Charles F. Wilson and other company officials stood in the receiving line for two hours at preview, shaking hands with each of 3,000 invited guests. Each lady got a gardenia corsage, each gentleman a red carnation.

The best
20 reasons

we know why you should smoke

Old
Golds

For a Treat instead of a Treatment...
treat yourself to 20 OLD GOLDS

*Never before
anything like it!*



BLACK-

The picture proves it!

Tests show 140% Greater Range of Picture Tones



ORDINARY TELEVISION

*Blacker Blacks!
★
Richer Greys!
★
Whiter Whites!*

Compare G-E Black-Daylight Television with ordinary TV! You can sit further away yet see it even better. At the same distance it appears closer, more alive. You enjoy television as the camera sees it, untainted by glare or reflection.



G-E BLACK-DAYLIGHT TELEVISION

NOW ENJOY THE FINEST PICTURE PLUS THE GREATEST EYE COMFORT EVER ACHIEVED IN TELEVISION!

● Leader in giving the world television bright enough to be viewed at its best—in a lighted room, as prominent eye specialists recommend, General Electric now combines this revolutionary feature with an amazing new advancement that provides the widest range of black to white picture shadings ever achieved in television. Hence the name GENERAL ELECTRIC BLACK-DAYLIGHT TELEVISION. Contrasted with the ordinary television you have seen, the difference is startling. Tests show that the blacks are 58% darker, the whites are so much brighter you enjoy up to 140% greater range of pic-

ture tones. G-E BLACK-Daylight Television therefore brings you the full black to white range, as the television camera sees it! Never before have you seen better contrast and more detail. To enhance your enjoyment beyond description, and give your eyes the utmost in viewing comfort, be sure to insist on G-E BLACK-DAYLIGHT TELEVISION.

Amazing Automatic Sound, Too!

G-E BLACK-Daylight Television also brings you great new Automatic Sound. Just tune the best picture—the sound is right every time.

Here's the television you've waited for—available now in superbly designed table models and consoles with built-in antenna . . . wide-angle screen. See them at your General Electric dealer's. Compare the picture, the sound, the extra features. And then look at the prices. There is no finer television—for your money, for your pleasure, for your eyes.

General Electric Company, Electronics Park, Syracuse, New York

See and hear the General Electric Fred Waring show on television—CBS-TV network, Sundays, 9 P.M., EST.

**Prices slightly higher West and South—subject to change without notice.*



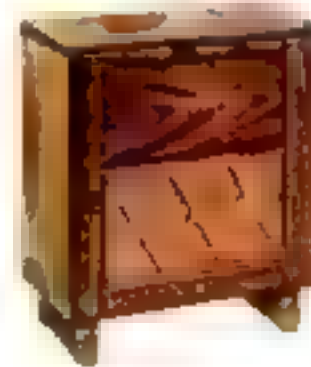
Portables from \$29.95*
(less batteries)



Table radios from \$19.95*



Clock-Radios from \$29.95*



Radio-Phonographs from \$99.95*



Television from \$179.95*
(Tax, installation extra)

DAYLIGHT TELEVISION



Model 12C107 (above) 12 1/2" tube, genuine mahogany veneered cabinet.

You can put your confidence in —

GENERAL  **ELECTRIC**

SERVED TO
"Hap" Arnold*
AND HIS CHARMING WIFE
AT EL RANCHO FELIZ, SONOMA, CALIFORNIA

Your Taste will tell you why!



*HENRY H. ARNOLD

Former Commander General
of the Army Air Force, Director of the
Dissemination Planning Group and the
Chief of Market Forces, American Air
Military Air Force, and a Foreign Game

YOU HEAR IT EVERYWHERE...

**"finest beer served
...anywhere!"**

Your Taste will tell you why!



Internationally
Famous

**Pabst
Blue Ribbon**

33 FINE BREWS BLENDED INTO ONE GREAT BEER • Copr. 1949, Pabst Brewing Co., Milwaukee, Wisconsin



THE RED WINGS

Detroit dominates the 1950 hockey season

Hockey players traditionally are fierce and skillful young men. This year the fiercest and most skillful team of all belongs to Detroit. With the season two thirds over, the Red Wings—shown here as Peters (10) fights for the puck after a face-off near the Toronto goal—are far out in front of their National League rivals. Detroit's success is based less on a system than on its men. Center Sid Abel is the slipperiest shooter and stick checker in the business; Wingmen Ted Lindsay and Gordon Howe are lightning fast, shoot accurately from difficult angles; the three comprise hockey's greatest line (p. 70). As if this were not enough, Len Kelly is the League's top-scoring defenseman, and "Black Jack" Stewart (p. 74) is so tough that fans have nicknamed him "the flattener."

Nourish him all-the-way with "COMPLETE DINNER" Gro-Pup!



Get framed enlargement of your own dog! See offer below*

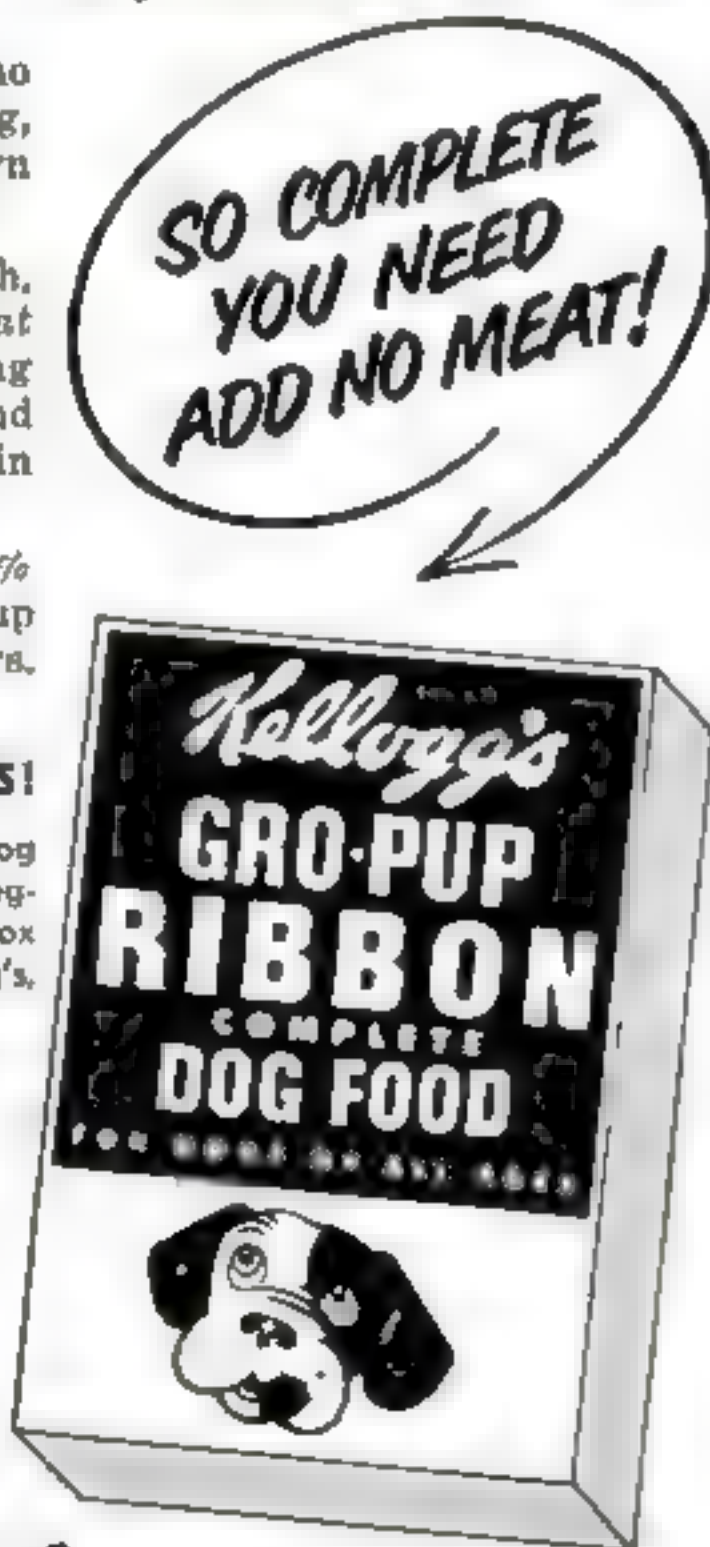
A "Complete Dinner"! You add no meat, no other food to Gro-Pup. These nourishing, meat-brown ribbons supply every known nutritional need for health and vitality!

Body-Building Protein from meat meal, fish, skim milk, soya and cereals—wholesome fat for sleek, glossy coats... calcium for strong bones and teeth... plus every vitamin and mineral dogs are known to need — all in "complete dinner" Gro-Pup!

Gro-Pup costs less — you save up to 40% over most canned dog foods. And Gro-Pup Ribbon is quick! No mixing, no can-opener. Start your dog on Gro-Pup today!

FOR DOGS OF ALL AGES, SIZES AND BREEDS!

*OFFER! Fine 5" x 7" enlargement of your own dog in clear plastic easel frame. Send snapshot (not negative) with 35¢ in coin and 1 Gro-Pup Ribbon box top, with your name and address to Kellogg's, Box 560, Providence 3, R. I.



A SCIENTIFIC Kellogg PRODUCT

Detroit Hockey CONTINUED



FORWARD LINE that makes the Red Wings great consists of (left to right) Wingmen Ted Lindsay, 24, Gordon Howe, 21, and the veteran Center Sid Abel, 31.



LINE IN ACTION finds Howe (9) passing puck toward Abel (12) and Lindsay (7) in front of the Chicago net. McCaig (6), however, intercepts the shot.

CONTINUED ON PAGE 13

SCORES WITH ALL THE FAMILY!

"fresh up" with Seven-Up!

BE A "FRESH UP" FAMILY!

Young Bill may be the best bowler, but it's pretty evident there's another top scorer with the *whole* family. It's 7-Up—the *all-family* drink. Sparkling 7-Up lends its own good cheer to every family activity. And because clean-tasting 7-Up is so pure . . . so good . . . so wholesome . . . all ages, including little tots, can "fresh up" with as much 7-Up as they want and as often as they want. See for yourself how quickly 7-Up "Steadies" are made. Stock your refrigerator with tempting, crystal-clear 7-Up and watch your family go for it. Buy a case wherever you see those bright 7-Up signs.



You like it... it likes you!



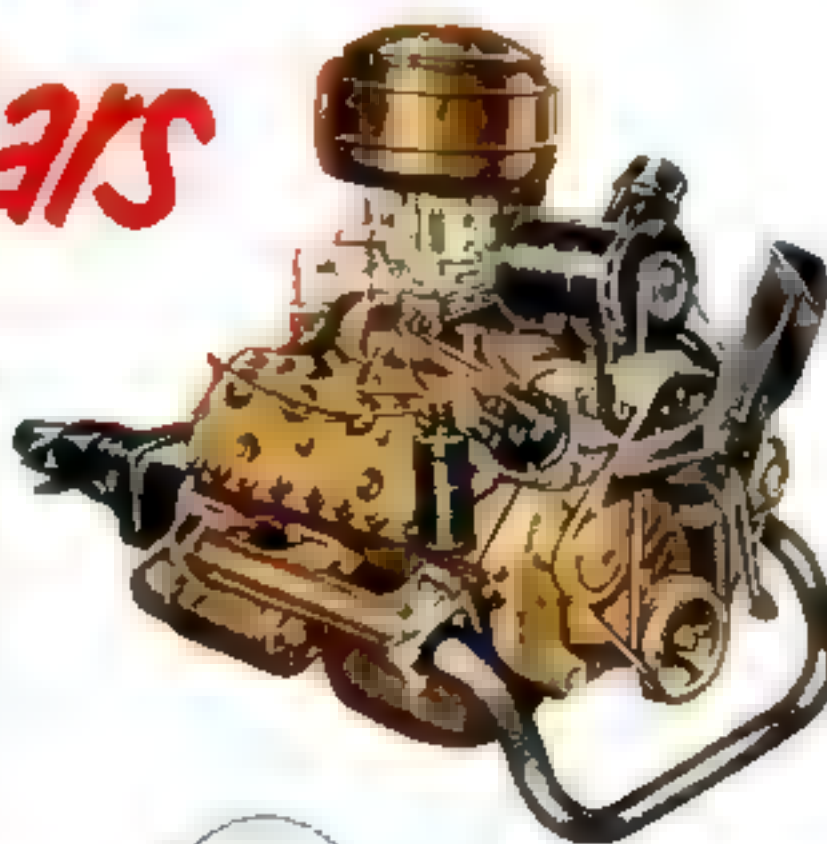
BUY A CASE TODAY!

ITS QUIET WHISPERS QUALITY



*It feels like America's
costliest cars*

Yes, the only low-priced car with a V-8 engine—a 100 h. p. V-8! As quiet as skiing in the moonlight! With super-fitted pistons that are designed to start quietly and run quietly! With a new "hushed" laminated timing gear! With "quiet contoured" camshaft lobes that soft-pedal valve action! Yes, the new 100 horsepower Ford V-8, the same type engine used in America's costliest cars, *whispers* while it works. And Ford production efficiency brings it to you for less than many others ask for a Six!



The new "Hushed" Ride. As quiet as honey on velvet! Ford's "Lifeguard" Body is "sound-conditioned" in doors, roof and body panels. You get fine car comfort, too, with new non-sag front seat construction and foam rubber cushioning. But take the wheel—try the feel of the one fine car in the low-price field!

White sidewall tires, optional at extra cost.

'50 Ford

There's a *Ford* in your future...with a future built in!





TRY FOR GOAL FAILS when Detroit player attempts shot over the outstretched stick of a headlong Boston defenseman (*top picture*). The puck clears stick but sails wide as Boston goalie deflects it with his heavily gloved hand.



TRY FOR GOAL SUCCEEDS when Detroit's Wing Jimmy Peters (*right*) receives a pass and whips the puck into corner of net (*arrow*) past a Chicago defenseman and Black Hawk Goalie Frank Brimsek. Detroit won game 5-3.

CONTINUED ON NEXT PAGE



IT PAYS TO USE MOLLÉ

the "TAILORED SHAVING CREAM"
that guarantees face protection

COMPARE MOLLÉ with your present cream, and if Mollé doesn't give you a *quicker, cleaner, closer, cooler* shave . . . and leave your face feeling more comfortable and looking more "kissable" . . . we'll refund double your purchase price.*

Because it is *heavier*, Mollé Shaving Cream is a match for the toughest beard! But, if *your* beard is light or if you prefer a lighter cream, Mollé can be "Tailored" to meet *your* requirements. You simply add water by leaving your face wetter.

Unlike many shaving creams, Mollé has no astringent action. Its emollient oils and beneficial sterols are your guarantee that your face will feel more comfortable . . . look more "kissable"! Try Mollé today!



IN CONVENIENT, INEXPENSIVE TUBES
AND EVEN MORE ECONOMICAL
1/2 AND 1 POUND JARS



*Return empty tube to: Centaur-Caldwell Div., P.O. Box No. 280, New York 18, N.Y.

only tissue



SOFT
made with Celaluxe!

PURE
washed in drinking-pure water!

STRONG
strong in both directions to hold the hardest sneeze!



Detroit Hockey CONTINUED



RED WING IS ROUGHED in scramble for the puck. Toronto's Juzda (18) smashes Detroit's Abel into boards as Toronto's Barilko (right) kicks puck free.



RED WING ROUGHS UP an opposing player. Detroit Defenseman Kelly (right) lowers boom as Toronto's Lynn passes him in furious pursuit of puck.



RED WING'S REWARDS are demonstrated by Defenseman Jack Stewart. Tape strips indicate injuries he has suffered in 10 years of play with Detroit.

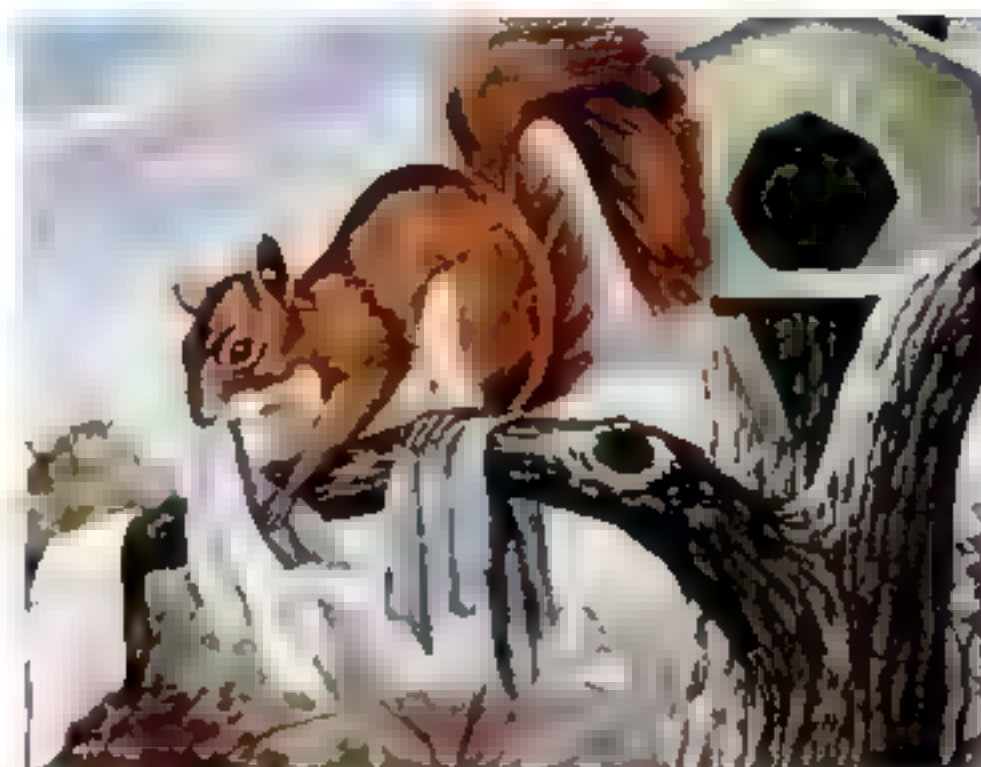
Amazing feats of birds and beasts



1871 An old fur trapper always found one of his traps sprung and the bait gone in this 13th year of fame for the name Corby's in Canada. One day he reset the trap and lay in wait. Finally, a large raccoon appeared, hunted up a stick, and poked it into the trap with a forepaw. Then he made off with the tasty bait.



1898 "Take that!" cried the angry housewife as she chased her neighbor's pet crow with a broom. But the wily, black rascal got in the last word in this 40th year of renown for the name Corby's in Canada. He skipped down the family wash line and pulled the clothespins from every garment that he passed on his way!



1939 Red squirrels are good housekeepers, according to a man who kept a pair in this 81st year of esteem for the name Corby's in Canada. Each sunny morning these pets took the pieces of cloth upon which they slept in their nest-box bed and hung them on the limb of a tree. Then, at sundown, they neatly replaced their well-aired bedding.



1950 Talk about an amazing feat—have you heard about the army pigeon named Clarence? Unable to fly when his wings became fouled with oil, he proceeded on foot for ten miles and delivered his message. Wise birds (human variety) have learned that a smart choice of whiskey is Corby's, a light, sociable whiskey with a grand old Canadian name. Try it soon. You'll marvel at its low price, too.



CORBY'S . . . a grand old
name in Canada since 1859

AN AMERICAN PRODUCT

86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co. Limited—Peoria, Illinois



Perfect
Balance
does the trick...



Perfect Balance
in a gasoline means

Volatane Control

...the secret of Sky Chief superiority!

TEXACO Sky Chief gasoline doesn't just *happen* to be the finest luxury gasoline you can buy . . . it's *made* that way — for those who want the best.

The controlled volatility of Sky Chief insures the quick starts . . . the fast warm up for cold motors . . . the brilliant "pick up" that's there when you want it . . . the all out power in case of emergencies.

The controlled octane of Sky Chief insures the extra power to pull and

climb — smoothly, silently, "ping free," powerfully.

In Sky Chief you get both *controlled volatility* and *controlled octane* perfectly balanced . . . to make every mile of your motoring a pleasure.

Fill up with Sky Chief gasoline today and feel the difference. Now at your Texaco Dealer... *the best friend your car ever had.*

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America



TUNE IN, On television — the Texaco Star Theater starring MILTON BERLE — every Tuesday night. On radio — Metropolitan Opera Broadcasts — every Saturday afternoon. See newspaper for time and stations.



AS THE JEALOUS WIFE IN "ADAM'S RIB" JUDY HOLLIDAY CAREFULLY GIVES HERSELF A THOROUGH BRIEFING BEFORE PUTTING A BULLET IN HER ERRING SPOUSE

DUMB BLONDE IN HOLLYWOOD

Trying a little husband killing gets Judy Holliday top movie billing

She showed off her social graces by asking a senator's wife at a party. "You want to wash your hands or anything, honey?" She marked the beginning of her education by reporting that peninsula was the name of "that new medicine." She was Billie Dawn, heroine of *Born Yesterday*, and, as played by Judy Holliday for three and a half years on Broadway, she was a classic addition to the great American gallery of dumb blondes. Judy went on to Hollywood last year and took on a part as a literal-minded, tactless, husband-shooting blonde in M-G-M's

Adam's Rib. Her flat, sassy voice and her pragmatic outlook on life ("How did you feel after you shot your husband?" she is asked. "Hungry," she replies) help freshen the mannered Hollywood high jinks of the picture's stars, Spencer Tracy and Katharine Hepburn. She does so well in her first movie, in fact, that Columbia Pictures, after weary heart-searchings and negotiations, has done the sensible thing and offered her the most fought-over role in Hollywood (bought originally for Rita Hayworth): the dumb blonde in the movie version of *Born Yesterday*.



RESULTS of the ballistics study above an unconscious husband, a hysterical wife.

That Formfit look



YOURS—A Sweetheart of a Figure THE EXCLUSIVE FORMFIT WAY

Regardless of your figure faults, Life Bra and Life Girdle by Formfit can instantly bring you the look of figure perfection. These three exclusive wonder-working features do the job: EXACT FIGURE FIT—Formfit designers work from live models of every figure type to assure you an exact fit. FREE-ACTION COMFORT—Formfit's exclusive comfort cut allows free play with your every movement. TAILORED-IN CONTROL—Formfit's own special tailoring keeps bust high and young, with real separation... waist and hips slimmer, smoother. That's the exclusive Formfit Way! Be fitted and see what it can do for you. At better stores everywhere.

Life
BY
Formfit

Life Bras from \$1.25
New Seant Hip Girdle illustrated \$10.95
Other Life Girdles from \$7.50

THE FORMFIT COMPANY
47 ADO, NEW YORK

More Women Wear Formfit Than Any Other Make

Judy Holliday CONTINUED

JUDY'S BIG COURTROOM SCENE



MRS. ATTINGER TELLS THE JURY SHE IS A DEEPLY WRONGED WOMAN

Judy's big scene in *Adam's Rib* comes when, as Doris Attinger, a housewife, she goes on trial for shooting her husband. Well coached by Lawyer Amanda Bonner (Katharine Hepburn), she bamboozles the jury with a story of wide-eyed innocence:



MRS. ATTINGER So I says to him, listen Warren I says you can't have it both ways you know so make up your mind and don't you try and make some kind of part-timer out of me. So he says bite your tongue, Fatso. So I says will you be home for supper so he says I'll write you a letter. . . . So I threw it.

AMANDA Threw what?

MRS. ATTINGER The pot. So he left, mad.

AMANDA And that was the last you saw him?

MRS. ATTINGER Until later, when I followed him up and caught him muzzlin' that tall job.

AMANDA Now when you entered Apartment 2D. What did you see?

MRS. ATTINGER Them clutching.

AMANDA How close together were they standing?

MRS. ATTINGER Not close. Together.

AMANDA Where were her hands?

MRS. ATTINGER On his ears.

AMANDA On his ears?

MRS. ATTINGER One on each ear.

AMANDA Where were his hands?

MRS. ATTINGER Who knows?

AMANDA You didn't see them?

MRS. ATTINGER Around her someplace.

AMANDA And were you surprised?

MRS. ATTINGER No. I figured.

AMANDA But it enraged you?

ADAM (The Assistant District Attorney, Amanda's husband) Objection. Leading.

THE JUDGE 'Stained.

AMANDA What happened when you saw them thus embraced?

MRS. ATTINGER It enraged me.

AMANDA Then what?

MRS. ATTINGER I pressed the gun.

AMANDA And—

MRS. ATTINGER Bang!

AMANDA Did you take careful aim?

MRS. ATTINGER I was too nervous.

AMANDA Did you, at that moment, desire to kill Beryl Caughn?

MRS. ATTINGER No.

AMANDA To wound her?

MRS. ATTINGER No.

AMANDA To frighten her?

MRS. ATTINGER Yes.

AMANDA To kill your husband, Warren Attinger?

MRS. ATTINGER No.

AMANDA To wound him?

MRS. ATTINGER No.

AMANDA To frighten him?

MRS. ATTINGER No.

AMANDA No?

MRS. ATTINGER No. He's got a weak stomach. Who can afford it?



CONTINUED ON PAGE 50



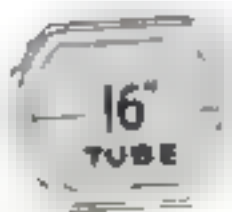
only 2 simple controls

TURN IT ON (ON) - (OFF) **SELECT STATION** - that's all!

BRAND-NEW and BEAUTIFUL CONSOLE gives life-size pictures at lower cost!



DET. IN SIGNA
No outside antenna in good signal areas.



16" BROADVIEW SCREEN
Life-size pictures of startling new clarity.

Want your TV BIG? Want it BRIGHTER and CLEARER than ever before? Want it in a BEAUTIFUL mahogany or lined oak cabinet? Then ask your dealer for a demonstration of the new Motorola 16K2. It's one of a brand new line of magnificent Motorola's—more handsome—better performing and yes, LOWER PRICED—8", to 17" inch screen sizes—to fit every home and budget. See them soon!

See your classified directory for your nearest Motorola dealer

Motorola **TELEVISION**

CAVALCADE OF SPORTS

...Jack Kramer



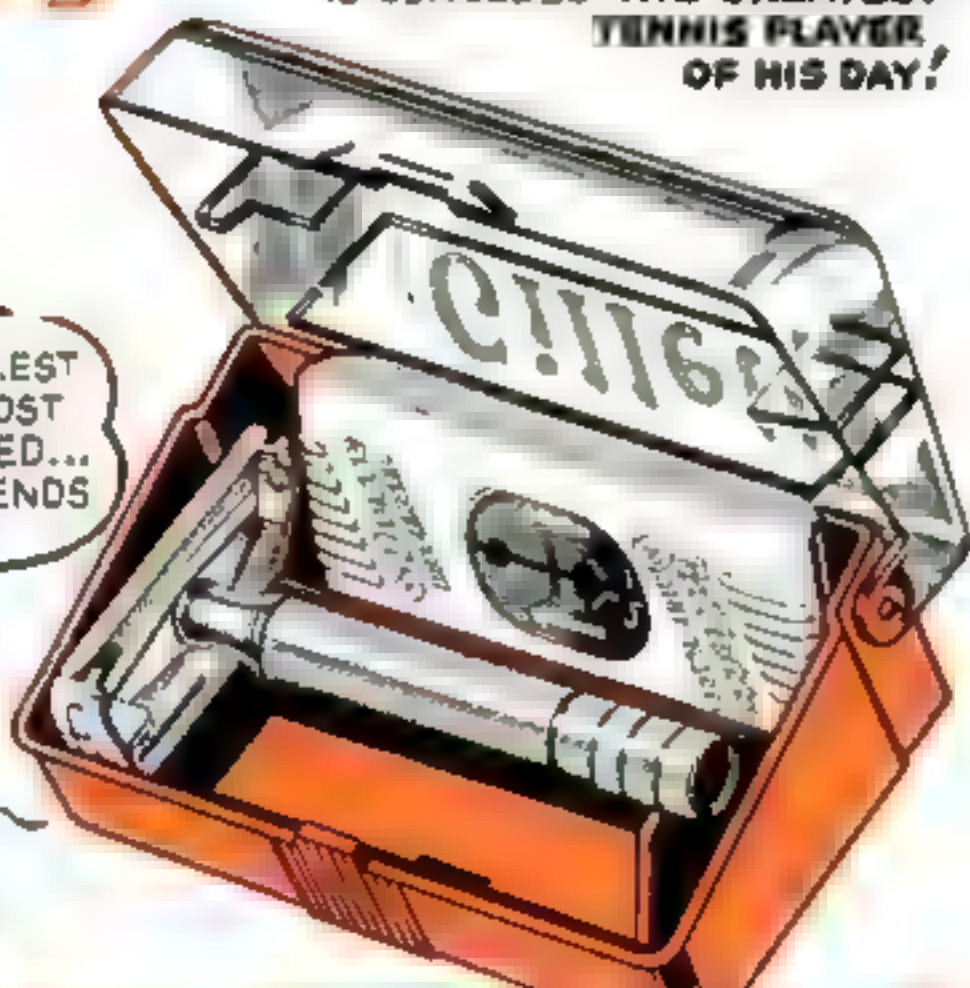
BADLY DEFEATED IN HIS FIRST TOURNAMENT, 14-YEAR-OLD KRAMER BOUGHT LESSONS ON THE INSTALLMENT PLAN AND A YEAR LATER WON THE NATIONAL BOYS' CROWN!



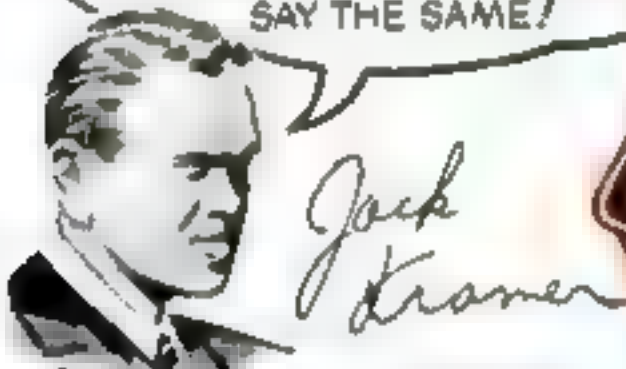
JACK'S BLAZING, SLAM-BANG GAME MAKES HIM A FAVORITE WITH TENNIS FANS EVERYWHERE. IN THE LAST TWO YEARS HE HAS PLAYED MORE THAN 200 MATCHES IN 20 COUNTRIES ON FIVE CONTINENTS!



TWO-TIME WINNER OF THE U.S. SINGLES AND DAVIS CUP STAR...HOLDER OF THE U.S. AND WORLD'S PROFESSIONAL SINGLES TITLES, JACK KRAMER IS CONCEDED THE GREATEST TENNIS PLAYER OF HIS DAY!



THE NEW GILLETTE SUPER-SPEED IS THE EASIEST SHAVING RAZOR AND THE MOST CONVENIENT I'VE EVER USED... AND PLenty OF MY FRIENDS SAY THE SAME!



Jack Kramer

1. Twist... It's open!

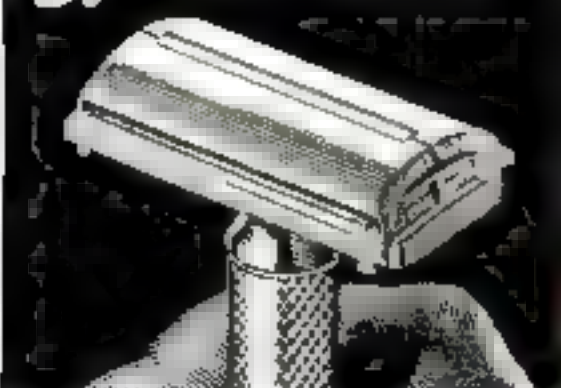


GREATEST SHAVING VALUE EVER OFFERED!

2. Zip... It's loaded!



3. Twist... It's closed!



Gillette Super-Speed Razor \$1.00 \$1.75 VALUE

With 10-Blade Dispenser In **NEW Styrene Travel Case**

HERE'S THE ULTRAMODERN RAZOR THAT HAS SHOWN MILLIONS OF MEN THE WAY TO COMPLETE SHAVING SATISFACTION...THE NEW GILLETTE SUPER-SPEED! WITH THIS PRECISION SHAVING INSTRUMENT, YOU CHANGE BLADES INSTANTLY, ENJOY REAL SHAVING COMFORT AND DOUBLE-EDGE ECONOMY...THREE IMPORTANT ADVANTAGES THAT ONLY GILLETTE COMBINES.

Enjoy Gillette's Friday Night Boxing Broadcasts Over Your ABC Station

Judy Holliday CONTINUED



JUDY IN HOLLYWOOD sulks through reconciliation scene with husband and his girl friend at end of trial in *Adam's Rib*. She was acquitted after her lawyer argued that she has right to shoot her husband to defend their home.



JUDY ON BROADWAY played over 1,300 performances as Billie Dawn, a junk-dealer's kept woman. A journalist (Gary Merrill), hired to educate her, found much native shrewdness and decency under a remarkably blank exterior.



Always a *Good* Breakfast

Always good eating, always good for you. Prunes really *do* something for you. Especially if they're SUNSWEET Prunes. *Tree-ripened* for sweetness and flavor. *"Tenderized"* for quick-cooking and better eating. *Sealed in foil* for perfect protection. Packed and guaranteed by the growers themselves.

SUNSWEET TENDERIZED PRUNES, PEACHES AND APRICOTS AND SUNSWEET (THE ORIGINAL) PRUNE JUICE
Packed by California Prune and Apricot Growers Association, San Jose, California







IN THE PALACE ENTRY HALL WHERE JOGJAKARTA'S SULTAN PARKS HIS PREWAR ENGLISH CAR, A JAVANESE SENTRY POISES AN ANCIENT SPEAR BESIDE EUROPEAN CLOCK

The New Indonesia

A "GIRDLE OF EMERALD" CHANGES OWNERS BUT KEEPS ITS CHARM

PHOTOGRAPHED FOR LIFE BY HENRI CARTIER-BRESSON

It was called, fittingly, "a girdle of emerald flung across the equator." It was said, by others, to be a long chain of islands binding 80 million Asians to a European colonial master. It was Holland's pride, the world traveler's delight, the Orient's chief source of oil and tin. Japan's greedy dream of expanding empire. All of this was Indonesia, the 350-year-old child of Mother Holland. But the child at last yearned to be free: it grew unruly and rejected discipline. Then Western neighbors encouraged the mother to help it grow up, to live peaceably by itself. And one day a few weeks ago the mother spoke. Said Queen Juliana:

"The assumption of sovereignty by the young State, the Republic of the United States of Indonesia, its relinquishment by the Kingdom of the Netherlands and the conclusion of the Union is one of the most deeply moving events of our times, piercing as it were to the very roots of our existence. . . . Both countries feel sufficiently strong and resilient to start afresh, East and West working to one end."

Whether that end would be happy or chaotic the world could hardly guess. But it knew that Holland had given up an incredibly rich empire—a string of 3,100 beautiful and abundant islands straddling the equator just south of the mainland of Asia. Within its lush and steamy boundaries (map, pp. 84, 85) live the children of 137 cultures. They speak 17 major languages complicated by 200 dialects, make obeisance to sultans, carry bundles on their heads, entertain themselves with

exotic pastimes like "trance dances" (p. 91) and, on Bali, with charming innocence display the most admired female torsos in the world.

The relationship between Holland and Indonesia had begun 100 years before Britain's domination of India. During more than three centuries of Dutch rule, cities grew over jungle, European devices like streetcars were installed in the tropical scene, trade flourished, the Indonesians increased from 12 to 80 million. But the relationship left much to be desired: only 10% of the Indonesians were literate; except as political menials or shiny puppets of the Dutch, they had no role in their government.

The beginning of the breakaway came in 1942 when the Dutch army collapsed a week after the Battle of the Java Sea. Grasping at the promise of "Greater East Asia," the young firebrands of independence joined hands with the invading Japanese. As puppets they saw their people suffer, but they found a supply of arms. When the Pacific war ended in August 1945, they proclaimed the Republic of Indonesia. Neither Dutch pleas nor Dutch police could change the course of history. While the world applauded, the Dutch withdrew the symbols of their rule (left) and listened stoically as the dynamic first president, Raden Soekarno (opposite page), exhorted the brown-skinned citizens of his new United States of Indonesia: "Rise, my people! Rise to welcome the rising sun. . . ."

The people the president was speaking to and their newly formed nation are shown in the pictures on these 14 pages.



DUTCH DEPARTURE from the palace at Batavia (renamed Jakarta) ends with the removal of an old governor's portrait.



THE UNITED STATES OF INDONESIA is formed by island area lying beneath the long solid line on map above. It stretches as far from east to west as the U.S.-Canadian border. The equator runs from bottom left to top right corners of

this perspective map, through middle of Sumatra and Borneo and northern part of Celebes. Indonesia's political subdivisions are the Republic (three blue-shaded areas on Sumatra and Java) and 15 Federated States (outlined by broken lines).



A FLOATING TOWN lies along the Musi River at Palembang, capital of South Sumatra. Its dwellers move along their watery street in boats, to homes

and shops (background) anchored to river bottom. North of here are the oil fields of Dutch- and British-owned Shell and U.S.-owned Standard Vacuum.



A HUT ON STILTS, thickly thatched against tropical rain, is a Bah farmer's home. It is draped with gay tapestry to please Hindu gods during a feast period



SHOPPING ON BALI is a twice-weekly task. The farm wife in the foreground brought bananas, mangoes and eggs to market, will buy cloth before returning.



OIL WORKER bends to connect a new pipe to the drilling rig at a Palembang field. This big Standard-Vacuum field was brought into production 28 years ago.

INDONESIA CONTINUED

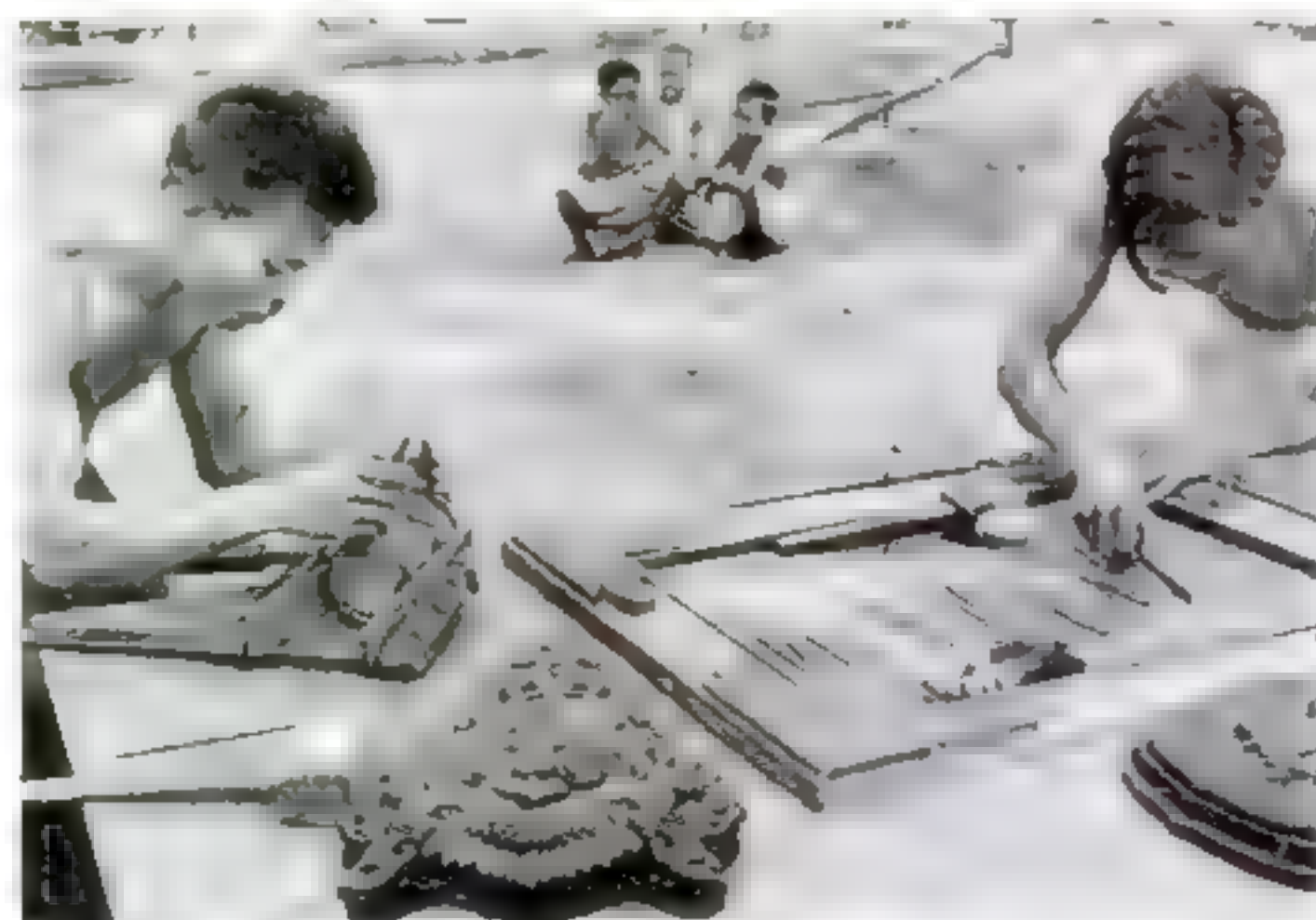


FACTORY GIRL, only 16 but married, helps put gay patterns in batik by waxing out unpatterned areas of cotton cloth before dyeing.

PEOPLE WORK SLOWLY IN THEIR ANCIENT WAYS

In the languorous heat of the islands the pace of labor is necessarily slow. The primitive hand methods of other centuries are still used almost everywhere except in tin mines and in the oil fields (*below*) where a few thousand Indonesians have learned to grapple with the tools of the mechanized world for which they produce oil. The easy rhythm of life gives the native fisherman time to decorate his *prau* with bright designs (*opposite page*), and the artisans of Java a chance to bring intricate works of art from blocks of wood (*below*). Much of the hardest work falls to Indonesia's peasant women. On Java, women work the fields as a religious duty. To cultivate one hectare of rice land, a Javanese wife works 674 hours, her husband 285, their water buffalo 59.

During the colonial period the people's earnest labor and the bounty of the soil and sea gave Indonesia enough food for everybody. But war and rebellion destroyed many fertile paddies, and the government of the new nation now faces the heavy task of regaining self-sufficiency in food. It is turning its efforts away from overcrowded Java (850 persons per square mile) toward the jungled acres of uncrowded Sumatra (70 per square mile).



WOOD CARVERS at a school for native apprentices in Japara, famous center of the Javanese carving industry, work on a wooden screen and grotesque figures.



JAVANESE FISHERMEN in a vivid *proa*—a native outrigger canoe—come in from the Java Sea to Rembang (pop. 50,000), a port which the Dutch East

India Company began developing in 1713. The man standing wears a red turban, the traditional headgear of Indonesia's Moslems, the dominant religious group of Java.

INDONESIA CONTINUED

LAND OF PARASOLS AND MANGOES



WOMEN OF SEMARANG, carrying a heavy load on their heads, wear colorful batik sarongs (jackets) over flowered sarongs, with a cloth on their bodies and faces.



A FRUIT MARKET in Semarang offers sunny sirups, colored with fruit like a soft drink. The

dark-browed woman (foreground) peddles tender-flavored mangoes, which grow in profusion on Java.



RICE HARVEST brings both men and women into the fields near Jember, May 2, 1964. The local



A FOOTPATH TO REMBANG carries the rhythmic flow of native commerce as peasants bring their produce to market and women shoppers move homeward

from the city. The skeletal foliage beyond the path is a row of trees which produce the fluffy kapok out of which the stuffing for mattresses and life preservers is made.



field in swirling patterns, these farmers reminded Cartier-Bresson of "troops of birds in loose flight."



FISHING BOATS beached along the flat shore at Rembang gleam in the equatorial sun. The designs

painted on these *praus* have no meaning except to satisfy the Javanese taste for colorful decoration.



DANCERS OF BALI use the angular grace of a temple dance (above) to enact a tale from the *Ramayana*, an Odysseylke epic with a Hindu hero named Rama. Most of Indonesia's dances and other art forms have Hindu roots.



"MAKING PROSPERITY" is the hopeful theme of this Javanese palace dance (left), presented to entertain the young Susuhunan (sultan) of Surakarta. The bare-shouldered girls move with floating steps and lowered eyes.



AN EVIL KING is portrayed by a golden-winged male dancer (right), who is one of the Susuhunan's family. Taken from the Hindu epic *Mahabharata*, this dance reaches a climax when another dancer, Virtue, kills Evil.



TRANCE DANCE depicts struggle with witch's dagger. Hypnotized, the Balinese girl whirls in frenzy and her black hair flies.

THE ISLANDS' DANCES ARE GROTESQUE AND GRACEFUL

The dances of Indonesia tell the islands' folk tales, which are as ancient and timeless as the soil. On Java and Bali two different dance forms have grown up through the centuries. The Javanese (*right*) is courtly, formalized and graceful; the Balinese is vigorous and often grotesque. In both Javanese and Balinese dances the costumes are rich with goldwork and the music a soft blending of gongs and tinkling bells. The Balinese dance tale often depicts the visitations of evil spirits and their violent exorcism. In the most spectacular of these (*above and below*) the dancers begin by going into self-induced hysterical trances. Once hypnotized, they believe their krisses are turned against them by the evil magic of Rangda, the incredibly ugly, pendulous-breasted Queen of Witches. Magic saves them, and while still hypnotized two men bite off live chickens' heads for priestly sacrifices. Then all slowly recover and return to the reality of their island.



MASS SUICIDE seems imminent as these trance dancers press krisses to their breasts. But wounds are minor. Friends suck away blood, put red flowers in cuts.

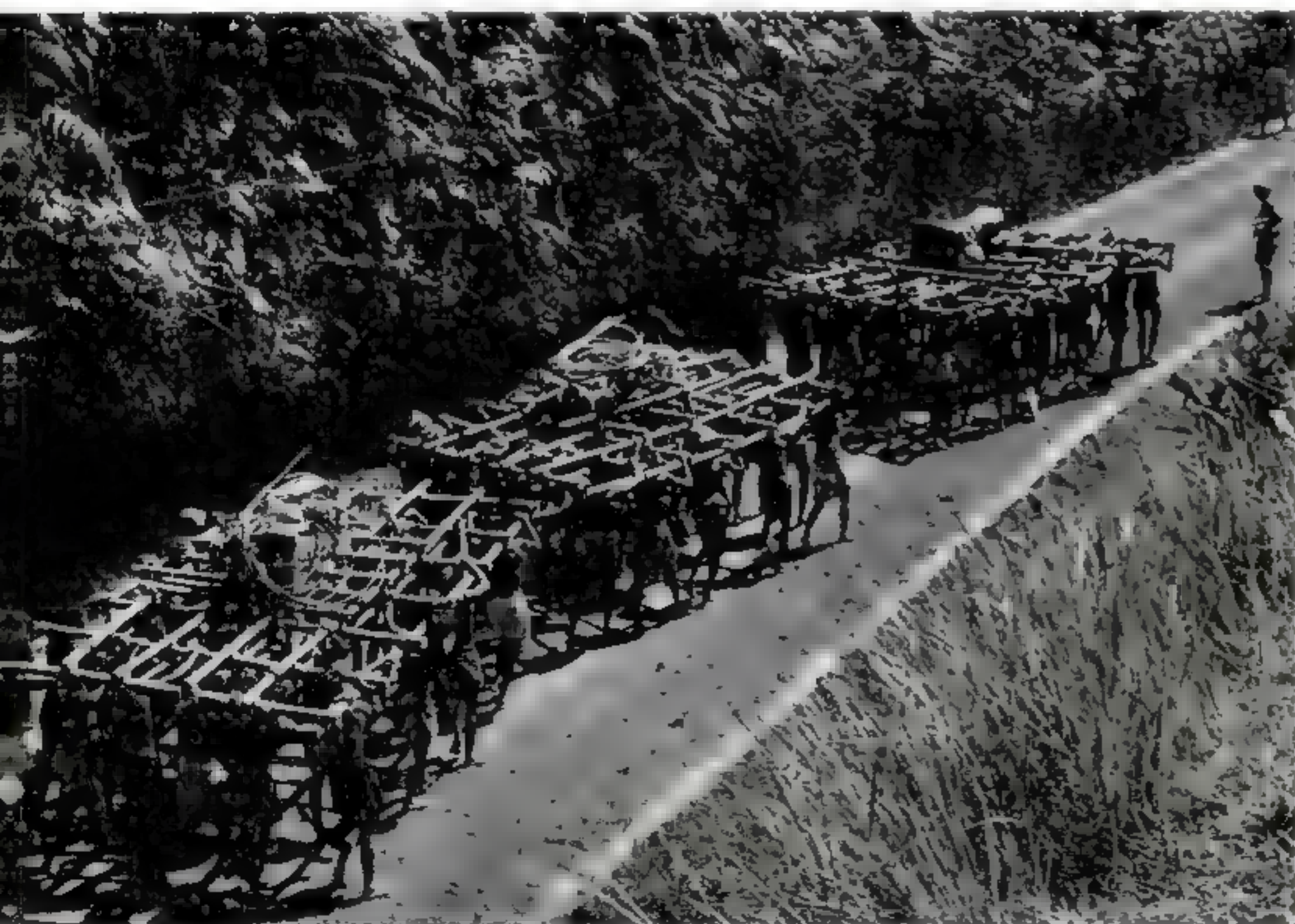


CAPANG-CAPANG is the name for slow, swaying walk of this barefooted Surakarta princess, whose Serimpi dance is the highest form of Indonesia's superb art.



RICE FIELDS under irrigation near Pandang, in central Sumatra, lie like mirrors reflecting the foliage of bordering palm trees. The surfaces of these paddies

are speckled by young shoots. The turbaned man in foreground is an overseer, and the people across the paddies are laborers who plant and harvest semiannual crop.



TEMPLE BUILDERS, shouldering three prefabricated sections of a new Hindu temple designed for

a village on Bali, move in procession along a valley road. They carried their loads four miles this way.



PUBLIC BATHING brings women and children to a canal beside a busy Jakarta street. Though very



TEA PLANTATION near the Javanese city of Bandung has its tea bushes in a grove of gumme-producing *Cinchona* trees. The Dutch first brought tea to Java

as an experimental crop in 1832. Before the war Indonesia produced 18% of the world's tea. Because of the destruction of plantations, it now produces only 4%.



dirty, canal water is used for washing bodies, clothes, and teeth. Wells provide the putative drinking water.



BURDEN BEARERS of Bali are women who carry a towering cluster of earthen pots on lead of 1

ing on with one hand while the other hand swings. They are bound for market in Kungsung, old Bali capital.



ON THE ROAD TO JOGJAKARTA A RAGGED LINE OF YOUNG JAVANESE GUERRILLAS MARCHES JAUNTILY TOWARD TOWN TO CELEBRATE THE NEW INDEPENDENCE OF THE NATION

YOUNG MEN ARE BOTH THE PERIL AND THE HOPE

A generation of Indonesian patriots fought for *merdeka* (freedom). Now that they have won it, they are discovering that the bright days of fulfillment can be clouded by the aftermath of struggle and new problems of peace. In western Java trigger-happy young men with guns still stalk the countryside. Some were natives who, having fought as mercenaries for the Dutch, now roam unemployed, hated by their countrymen. Some are guerrillas who fought the Dutch, then turned against President Soekarno. They include Moslem fanatics of *Darul Islam* ("World of Islam"), who want to make Indonesia an Islamic utopia where by Allah's grace all things are perfect. Several thousand of these dangerous men are led by a former Dutch officer who has an egocentric plan to purge "Japanese influence" from Indonesia by warring on the Soekarno government.

The wiser, more moderate young patriots who are Indonesia's new leaders (*below*) must find ways to bring dissidents as well as peaceful men and displaced princes (*opposite page*) into the new national culture fostered by the government. It is a government more deeply influenced

by the American constitutional system than by Indonesia's own diverse cultures. Though predominantly Moslem, the founding fathers did not mention Mohammed in their new draft constitution. Rather the preamble ordained a charter based broadly on "divine omnipotence, humanity, national consciousness, democracy and social justice" and a federal state "governed by justice." Its "bill of rights" prohibits slavery, torture and illegal arrest; it guarantees freedom of speech, religion and assembly, and the sanctity of every home. Like an American, an Indonesian charged with crime will be presumed innocent until proved guilty in open trial.

Even the effort to build a new state on these tolerant concepts is spectacular in the Asia of 1950, when helpless masses are being marched doggedly toward the police state. These concepts must be carried out, and non-Communist friends must find ways to help solve the hard economic problems that lie ahead if Indonesia itself is to continue living outside Moscow's orbit. Then the "girdle of emerald" may become a chain of great strength binding East and West together for their common good.



PRIME MINISTER is Mohammed Hatta, 47, a Dutch-educated Sumatran. He negotiated independence and now doubles as the foreign minister.



DEFENSE MINISTER is the Sultan of Jogjakarta, 37, known as democrat despite his wealth. He commanded the anti-Dutch Republican army.



INTERIOR MINISTER is Anak Agung, 30, Balinese raja and former East Indonesian premier. He championed federalism in new government.



ELDER STATESMAN at 40 is Sultan Sjahrir, whom Dutch exiled. He attended U.N. after the war, holds no office but has wide political influence.

**AN OLD PRINCE, ONCE OF THE RULING CLASS,
PEERS PAST GUARD AT THE NEW LAWMAKERS
WORKING INSIDE THE PALACE AT JOGJAKARTA**



How many shaves THE RAZOR BLADE

...how many shaves before it begins to feel like a regular plain or blue steel blade?

Read what thousands are saying about this wonderful new DURIDIUM process blade that men are switching to from coast to coast!

THOUSANDS upon thousands of voluntary letters pour in from all parts of the nation... praising this new-type blade. This new blade is made by the exclusive Duridium process, developed and solely owned by the American Safety Razor Corporation. A lot of men say that even after several shaves, this Duridium blade still seems sharper, still gives better shaving performance than a fresh blade made of regular plain or blue steel. Get Silver Stars today. See how many more clean, easy shaves you get before you begin to feel the blade's edge! Silver Star fits standard double edge razors.

"WHEN I CAN FEEL IT SHAVE I CHANGE TO A NEW ONE"

"I've never actually counted the number of shaves I get with each Duridium Silver Star but I know it's plenty. I just keep using one again and again until I feel it shave, then I change to a fresh one. It's surprising how long this blade continues to take off whiskers clean and close, without any feeling of the blade's edge!"

RICHARD EARL,
Noted Long Island Amateur Golfer



"Even after a few shaves it's sharper than a regular steel blade!"

"It's hard to tell exactly how long I can use a Duridium Silver Star. But I do find that even after a few shaves it still is sharper than a regular steel blade. I get plenty of swell shaves with no shaving sensation. I like the new Dispenser, too, it's the handiest I've ever seen!"

TOM MURPHY, Pilot for
Skywriting Corp. of America



"So many more shaves per blade I MAKE MONEY ON EACH PACK!"

"I get so many more shaves with a Duridium Silver Star than I used to get with regular steel blades, I figure I make money on each pack. And what shaves! Every whisker off clean, yet I'm never aware of the blade's edge. And with the new handy Whiz-Pak dispenser there's no fuss or fumbling when changing blades!"

MARIO PITTONI, Prominent Attorney



NEWS! BLUE STEEL BLADES AT BUDGET PRICES

• Here's the smoothest shaving blue steel blade on the market! Finest blue steel at a big saving! Precision made to take and hold a sharper edge!



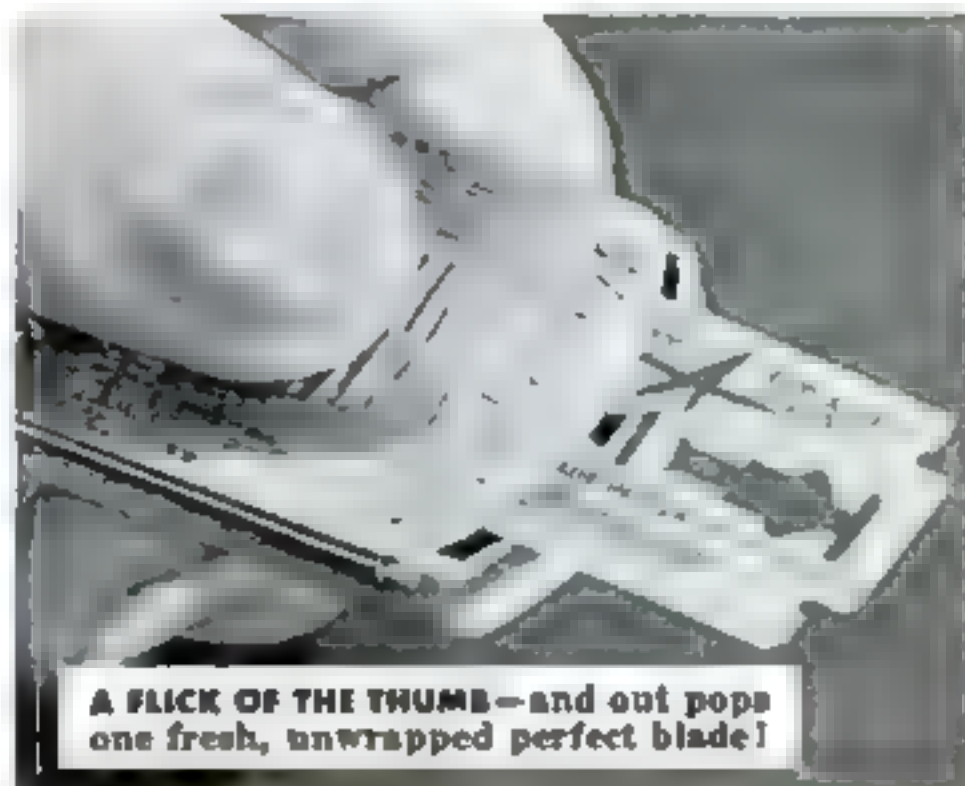
This Blue Star blade is as sharp and keen as any blue steel blade ever honed. If ANY blue blade, at any price, gives you better shaves than Blue Star, we'll give you double your money back. Yet Blue Star blades cost only half as much as leading plain or blue steel blades!

4 FOR 10¢ • 10 FOR 25¢

can YOU get with YOUR FACE CAN'T FEEL



MARVELOUSLY SIMPLE—feeds blades in one direction only!



A FLICK OF THE THUMB—and out pops one fresh, unwrapped perfect blade!



10
FOR
49¢
IN
Whiz-Pak
DISPENSER

“—until it feels like a regular steel blade!”



“I get one fine shave after another with each Duridium blade. It takes off my obstinate whiskers with no unpleasant sensation of any kind. I use a Silver Star over and over until it starts to feel like a regular steel blade, then I put in a fresh one!”

VICTOR E. LAWSON,
International Athletic
and Swimming Coach



“SHAVES COST
EVEN LESS
THAN A
CIGARETTE!”

“Each Duridium Silver Star gives me so many clean, easy shaves before it feels like a regular steel blade, I figure my shave costs even less than a cigarette!”

HARRY CONOVER,
Creator of famous “Conover Cover Girl”



“I only change to a
new DURIDIUM blade

when my old one feels like
a regular steel blade”

“I’m amazed at how many clean, easy shaves I get from one Silver Star without any feeling of the blade’s edge. Naturally, I only change to a new Duridium blade when my old one feels like a regular steel blade. I always buy the Dispenser pack, it protects the blades and my fingers, too!”

BUDDY ROGERS, Noted Screen,
Radio and Television Star



“LIKE SHAVING WITH THE
BACK OF A COMB—
no feeling of the blade’s edge!”

“I got the surprise of my life at my first Silver Star shave. It was so different, so easy and so free from any cutting sensation! It was like shaving with the back of a comb...no feeling at all of the blade’s edge.”

CHARLES LIEDL, Well-known Wild Life Artist

“I FOUND OUT HOW LONG A
RAZOR BLADE SHOULD LAST!”

“When I changed to Duridium Silver Star I found out how long a good blade should last! I keep using the same Silver Star till I begin to feel the blade’s edge. And I get the best shaves I ever had!”

REXFORD WORDSWORTH SHARP,
Los Angeles Editor and Publisher



Silver STAR

MADE BY DURIDIUM PROCESS

Better In Every Way Than PLAIN or BLUE Steel



PRECISION ASR PRODUCTS

AMERICAN SAFETY RAZOR CORP., BROOKLYN 1, N.Y.

In Canada, ask for Ever-Ready Corux Blades

Regular
Package

5
FOR
25¢

The Miracle

OF THE TOY SELLER



TEN YEARS AGO this man was a thriving merchant in a small town in Eastern Europe.

Since then he has starved...shivered...been shot at...slept in cellars...lost his family...and has died a thousand deaths.

That he is alive at all is a miracle.

That he is alive in his new country, a free man, in a land they said could never be, is a *miracle of miracles!*

Today he sells toys in the streets of a little town of Israel, alone, but clutching that most precious of all possessions... Freedom.

If you have ever given any money to the

United Jewish Appeal you helped save this man. You helped perform this miracle.

And miraculous as it was, the larger fight goes on. There is still much to do. Far to go.

Hundreds of thousands of Jews, many of them living in constant fear, need help if they are to reach sanctuary in Israel.

Israel needs help in preparing for these new citizens—more farms, more homes, and more industries are needed at once.

Israel needs help in building a firm, strong future. New cities must rise. New land must be reclaimed from the desert.

Only through your gifts, your generosity,

can the fight that is half won be finished.

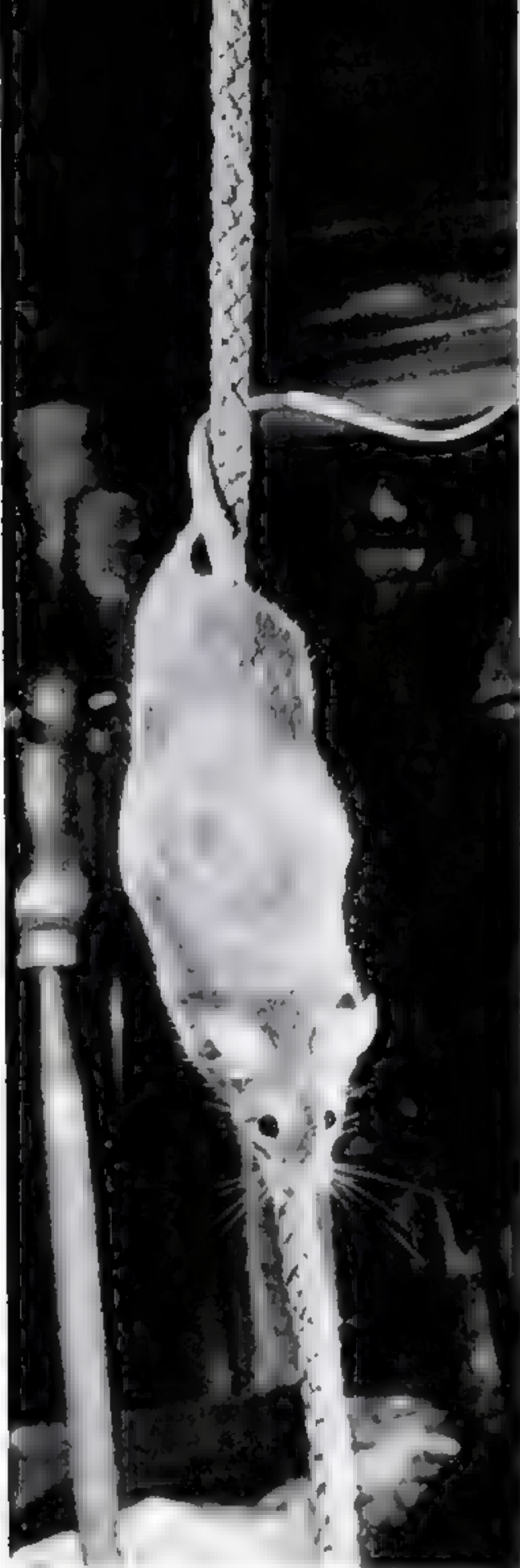
So GIVE! Give generously! Give all you can—and help finish the job.

UNITED JEWISH APPEAL

on behalf of the Joint Distribution Committee, United Palestine Appeal & United Service for New Americans

U. J. A. supports immigration and settlement in Israel, rehabilitation and relief in Europe and North Africa and the adjustment of refugees in the United States.

HENRY MORGENTHAU, JR., General Chairman
165 West 46th Street, New York 19



DOWN THE ROPE TO GET DINNER GOES MOTHER MOUSE



SHE DIPS HER TAIL DEEP INTO THE BOTTLE OF OIL



SHE CROOKS TAIL SO OIL WILL NOT DRIP OFF

A GOOD PROVIDER

Mother mouse steals oil with her tail

The tenant of a small backyard tool shed in London is one of the most resourceful mothers in the world. She is a small gray mouse who is raising a family of two baby mice on a trash-littered shelf there. The owner of the shed, Percy Parslow, one day left a bottle of cod-liver oil uncovered on a table and stood amazed at what happened. He called in George Greenwell, a staff photographer of the London *Daily Mirror*, who crouched in a corner of the shed to get the remarkable pictures on this page. The mother mouse came shinnying down the dangling cord headfirst, stopping every now and then to cock her ears at the clicking of the camera. But she did not become frightened and as Greenwell clicked away she carried out probably the most delicate oil-stealing maneuvers in history.



MOTHER MOUSE STRETCHES OUT HER TAIL SO THAT HER CHILDREN CAN LICK OFF THE DELICIOUS OIL



HEAVEN AT HIS FINGERTIPS! Small boys are in their glory with the magic of Reddi-wip.



DAD'S A BOY AGAIN as he serves himself with luscious Reddi-wip . . . all the whipped cream he wants.



JUST LIKE HER MOTHER, this girl makes her hot chocolate "fancy" with a touch all her own.

REDDI-WIP BRINGS NEW GLAMOUR TO DESSERTS-*INSTANTLY!*

Makes It Family Fun to Turn Everyday Desserts into Exciting Treats



NO BOWL OR BEATER to chill beforehand and wash afterwards—no chance of failures. Reddi-wip is fresh-whipped automatically as you press the magic spring-top—gives 31 generous servings from each can. No waste. Keep it in the refrigerator to add that party touch instantly whenever meals need a lift, or guests drop in unexpectedly.

Greatest food sensation for many a year, Reddi-wip is making dessert-time doubly exciting for America's families. Everyone gets such a thrill at glorifying his own dessert with delicious swirls of automatically-whipped cream, that

**MADE WITH
FRESH, RICH
CREAM
—IT WHIPS
ITSELF!**

many families put the Reddi-wip container right on the table. Reddi-wip is the economical way to enjoy fresh, rich cream sweetened just right and whipped as it comes from the 31-serving container. Order from your milkman or grocer today!



VALENTINE "QUICKIE" with a real holiday flair is this red gelatin pudding made glamorous by decorating it with billows of Reddi-wip just before serving, then adding little candy hearts. Children love it!



SODA FOUNTAIN TREATS AT HOME encourage children to drink more milk. Youngsters shake their own chocolate milk, add the "professional touch" with Reddi-wip.



CELEBRATE "CHERRY MONTH" by dressing up cherry tarts, cherry cobbler with delicious Reddi-wip. Glamorous—yet thrifty!

REDDI-WIP, INC., 3938 LINDELL BLVD., ST. LOUIS, MO.

PHOTOGRAPHY'S OWN MUSEUM

George Eastman's home becomes a center of camera lore and history

Although photography long ago won itself a secure berth in the nation's art and scientific museums, the U.S. until recently never had a sizable museum devoted exclusively to the origins and ramifications of photography itself. Now it has one, however, in an especially appropriate place—the magnificent Rochester, N.Y. home of one of photography's significant figures, the late George Eastman, founder of Eastman Kodak Company. The Eastman House, which is supported by Eastman Kodak and other contributors, has drawn steady audiences since it opened last November.

Starting in the big main rooms downstairs, little changed from the days when Eastman lived there, the first experiments of men like Daguerre and Fox Talbot (*next page*) are shown. The stilt, early portraits of the pioneers stand alongside their awkward, bulky first cameras. Old flash guns that exploded with loud reports, complicated movie cameras full of clanking cogs, eerie X-ray movies that show a man swallowing a glass of water compound—all these help show the endless variations that have been worked on the simple basis of photography, the passage of light through a lens (*below*).



ELEPHANT SHOT BY EASTMAN DOMINATES MAIN HALL

HOW CAMERA WORKS IS SHOWN TO GIRL SCOUTS, WHO SEE UPSIDE DOWN ON HUGE GROUND GLASS IMAGE OF GIRL WHO STANDS OUT IN FRONT OF CAMERA LENS





Are frayed collars making **dust cloths** out of shirts which are otherwise perfectly good? Stock up on...



WINGS white broadcloth shirts — the collars are formed of genuine aeroplane cloth — same super-strength fabric used on the wings of U. S. planes.



You are the beneficiary of this Life Guarantee policy — a new shirt **FREE** if the collar does not outlast the rest of the shirt.



Trimly tailored — and the best-looking collars your mirror ever saw... a wide choice of styles at your Wings dealer.

*Don't
Throw away
90¢
of your shirt
dollar!*



WINGS
the white shirt with the aeroplane cloth collar
that outlives the shirt **\$2.95**
and \$3.65

For name of nearest dealer write
WINGS SHIRT COMPANY, 4 West 33rd St., New York 1, N. Y.

Photography Museum CONTINUED



CENTURY-OLD PHOTOGRAPH taken in 1811 depicts photographic studio of Fox Talbot (probably man in center). Picture, which was intended as dem-



FIRST KODAK came loaded with a 100-exposure roll and took round snapshots. After finishing the roll, the user sent camera back to factory for reloading.



ODD GADGETS in museum include secret cameras hidden in cane handle (left) and in necktie. An 1860 French miniature outfit (second from right)



onstration of what camera could do, shows copying, portraiture, outdoor printing, photographing statue. What man kneeling at right is doing is not known.

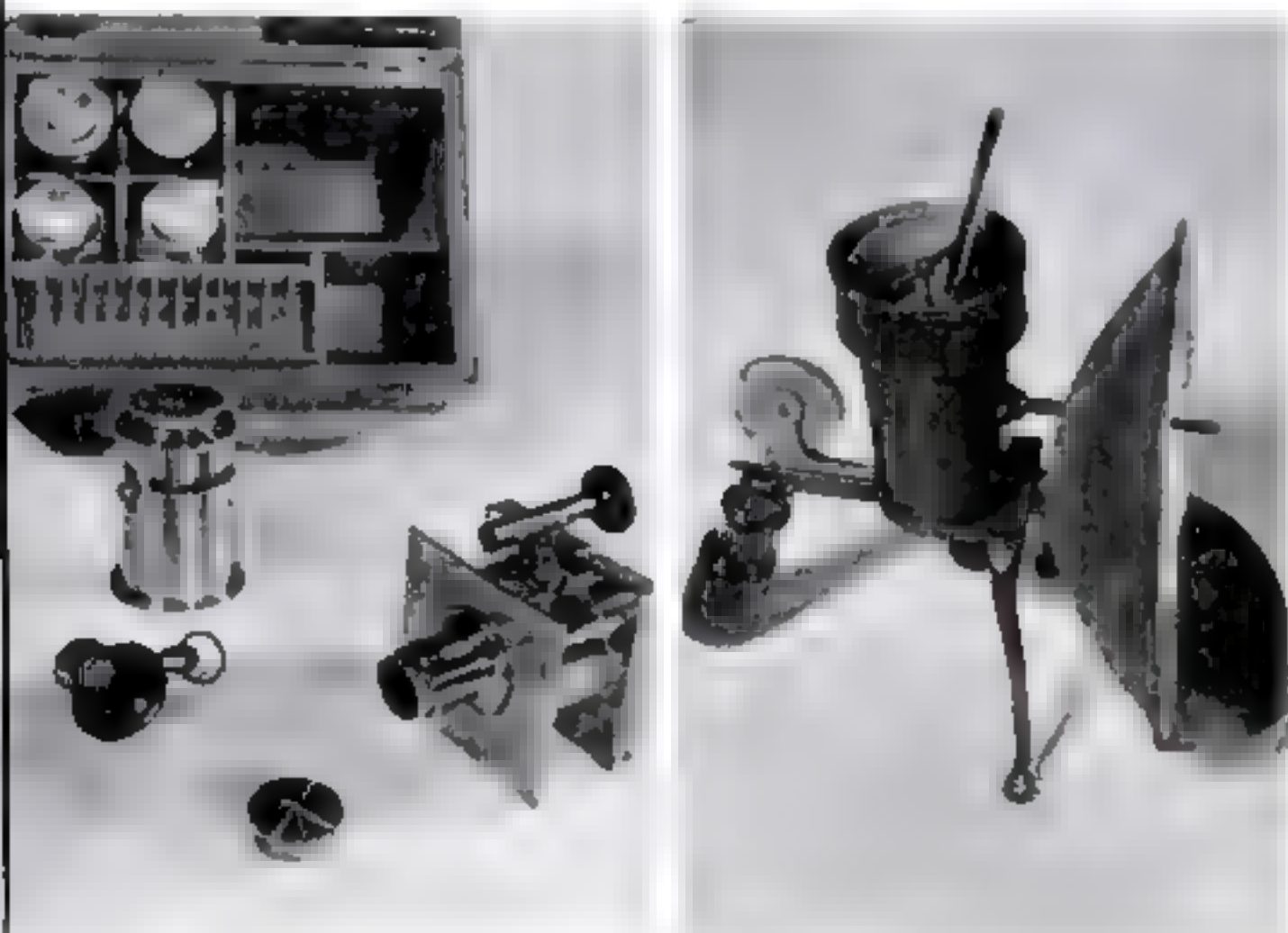
RELICS AND A REVOLUTIONARY



EASTMAN in 1879 wore a beard, shaved it off in 1900.

he was 31 and had been taking pictures only eight years, he began manufacturing a sensitive paper film in a roll holder. This led three years later to Eastman's—and photography's—greatest single innovation, the Kodak (left), which used the paper roll. In 1889 Eastman produced transparent film much like that used today. Now the taking of pictures was so simple that anyone at all could merely "press the button" and produce a photograph. The age of the snapshot had been born.

Just as there were autos and automobilists before Ford, so there were cameras and photographers before Eastman. The Frenchman Louis Daguerre and the Englishman Fox Talbot (above) were taking successful photographs in the early 1830s. But as late as 1880 taking pictures was still a troublesome process involving cumbersome wet plates that had to be developed on the spot immediately after exposure. For most amateurs the whole business was far too complicated, and the perfecting of dry plates around 1880 made it only a little easier. George Eastman revolutionized this. In 1885, when



housed chemicals and dozen glass plates in box 6 inches long. Early flash gun of 1890s (right), firing magnesium wire, was daddy of modern flash mechanisms.

CONTINUED ON NEXT PAGE



"We almost sold our piano

We'd about decided to sell our piano. Nobody played it anymore, and it was just a dust-catcher. Then our son Jimmy came home all afire about having played a Solovox at a friend's home.

"Mom, you should've heard me. I was terrific. You know I've hardly played since I stopped my piano lessons. Well, this Solovox... well, ya gotta hear it!"

Herb and I went with Jimmy to the

music store. He was quite a sensation, and it looked so easy. He played the piano and the Solovox together and sounded like he was playing instrumental solos to his own accompaniment. He dressed up lots of pieces we thought he'd forgotten, using violin, clarinet, trumpet solos, and all kinds of other effects.

Jimmy sounded almost like a professional. To think we nearly sold our piano—



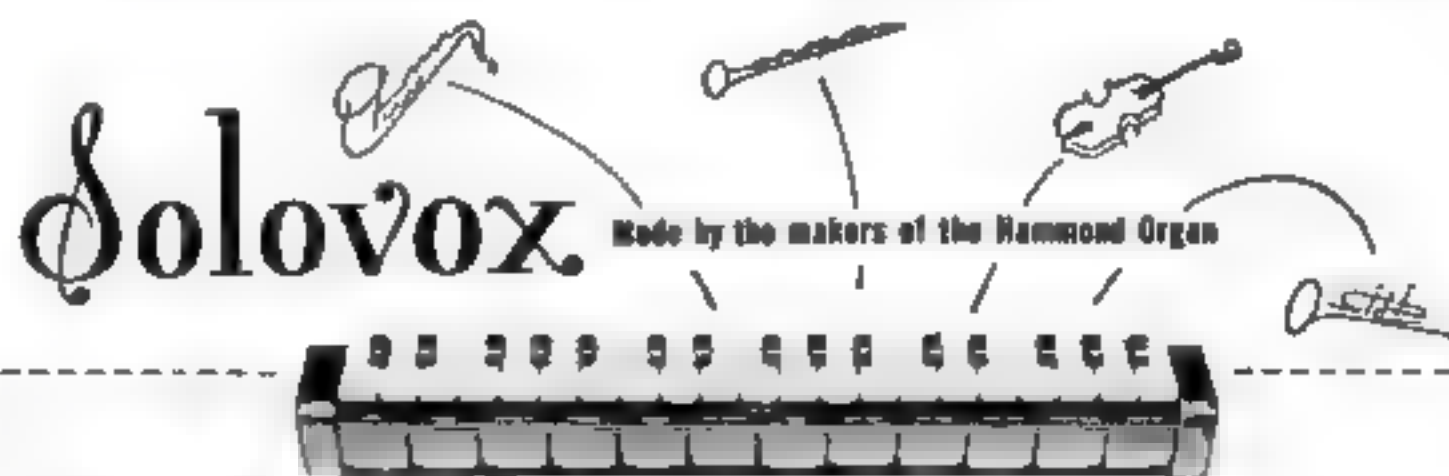
—but now we enjoy it more than ever!"

We bought Jimmy a Solovox for his birthday. He loves it; plays every day. Usually the Solovox and piano together, sometimes the piano alone. And Herb's even gone back to picking out tunes he used to know long ago.

Our Solovox not only gives Jimmy more confidence to play, it's renewed his interest in the piano. We're glad we

didn't sell our piano when we realize the enjoyment we'd all have missed.

Is your piano standing idle? Find out how much renewed pleasure your piano can give everyone when you add the Solovox! Buy it on terms, if you wish, with a very moderate down payment. For more information, mail the coupon.



Hammond Instrument Company, 4240 W. Diversey Ave., Chicago 39, Illinois
Without obligation, please send me full information about the Solovox.

Name and Address _____

City _____

P. O. Zone _____

State _____

☐ Check, if you also wish full details about the Hammond Organ.

©T M Reg. U. S. Pat. Off.

Copyright, 1968



FLEISCHMANN'S

makes America's
most delicious
Gin Drinks

BECAUSE... It's the Gin that gives you all 4

- QUALITY
- SMOOTHNESS
- TASTE
- MIXABILITY

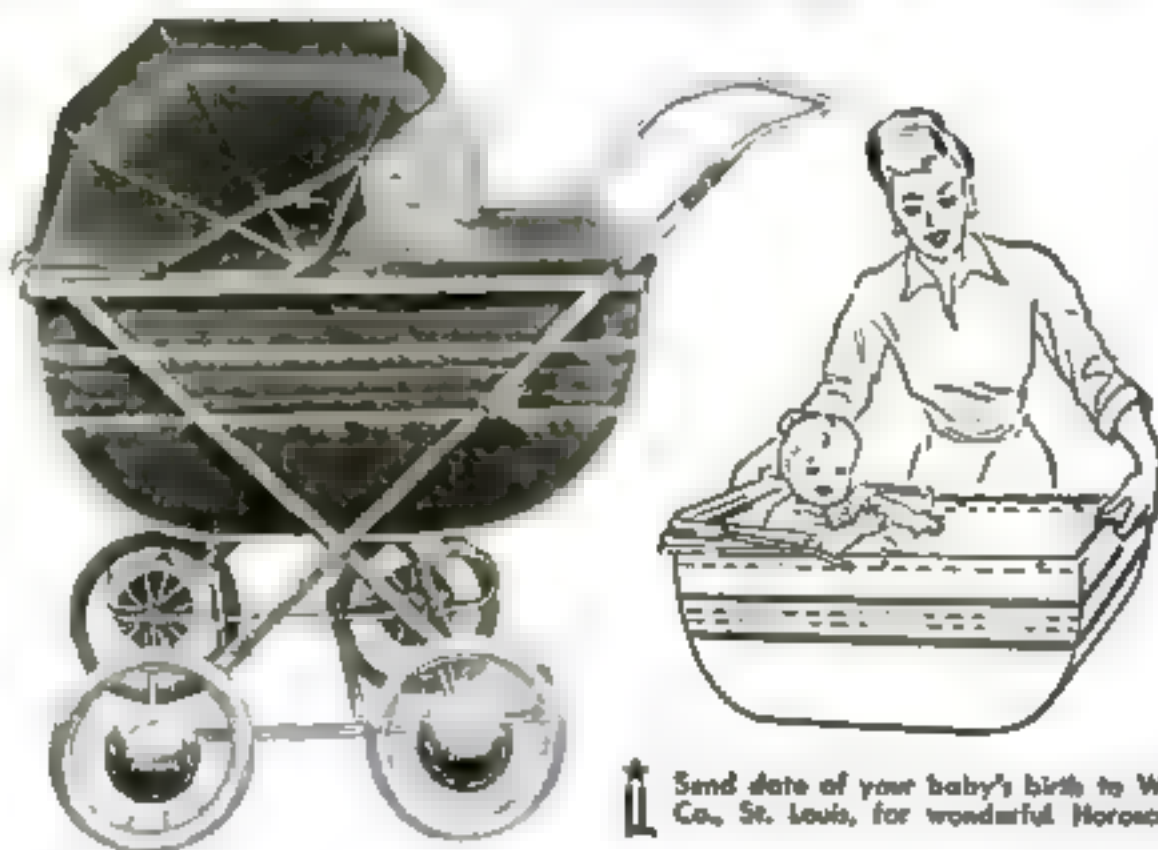


Ask First For
FLEISCHMANN'S
"America's First Gin"

*FIRST GIN DISTILLED IN AMERICA - DISTILLED FROM AMERICAN GRAIN - 90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, N. Y.

Welsh "Boodle Buggy"

for HOME OR TRAVEL



Send date of your baby's birth to Welsh Co., St. Louis, for wonderful Horoscope!

USE IT AS A BASSINET FOR BABY.
QUICKLY CONVERT IT INTO A SMART
CARRIAGE.
TAKE IT ON TRAINS, IN THE CAR,
HOTELS AND TOURIST CAMPS.
FOLD, PACK AND STORE IT SO EASILY!

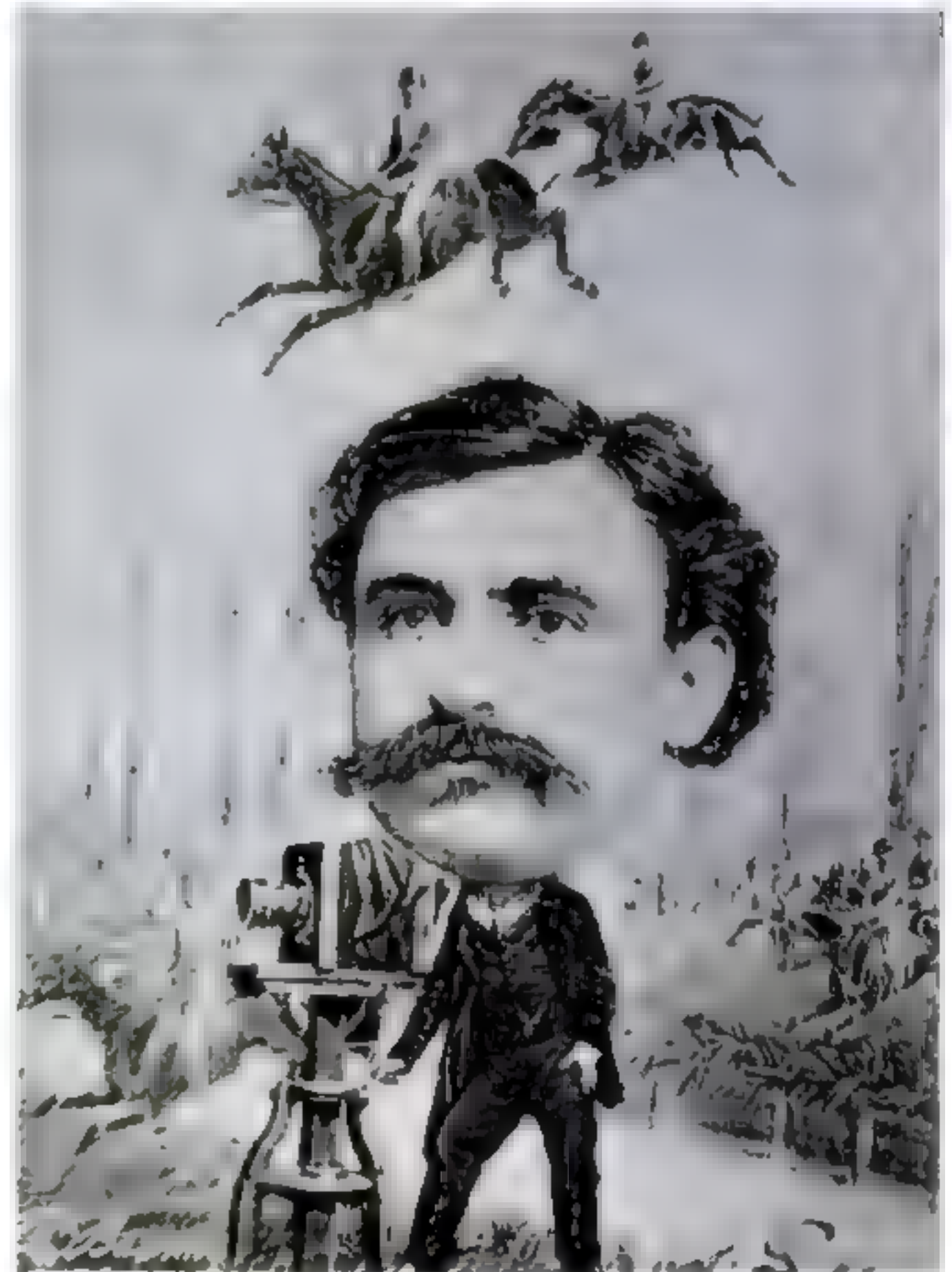
AT ALL LEADING STORES

"Always Ask for a 'Welsh'"



WELSH COMPANY

World's largest manufacturer of folding baby carriages
1535 S. EIGHTH ST. ST. LOUIS 4, MO.



SOME EARLY FRENCH CAMERA GAGS

The love of gags, which has become a special hallmark of photographers, afflicted even the early ones, especially in France. These are advertisements of French cameramen of 1860s and 1870s in the Eastman collection. By photo montage, Simon (*top*) guillotined himself. A horse photographer (*center*) had horses jumping over his head. An unknown portraitist (*bottom*) got a bizarre effect by doubling his bearded subject.

CONTINUED ON PAGE 105



His blind date wore a wedding dress!

and this Woodbury Deb had plenty of other things to wear!

Hugh Waters of Washington, D. C. blinked twice when he met his "blind date" at Hattie Carnegie's New York Salon. And no wonder he was surprised! Lovely Virginia Blankenship was a vision... in a wedding dress!

"Didn't you know I was a model?" she said, laughing at Hugh's expression. But it was more than the gown that dazzled him—it was her luscious Woodbury complexion! More dates followed—and more surprises!



She wore a sweater and skirt for dancing. He had suggested "waltzing"—she thought he'd said "walking!" But, her complexion was "dressed-up"—thanks to smoothing Woodbury Soap with its beauty-cream ingredient.



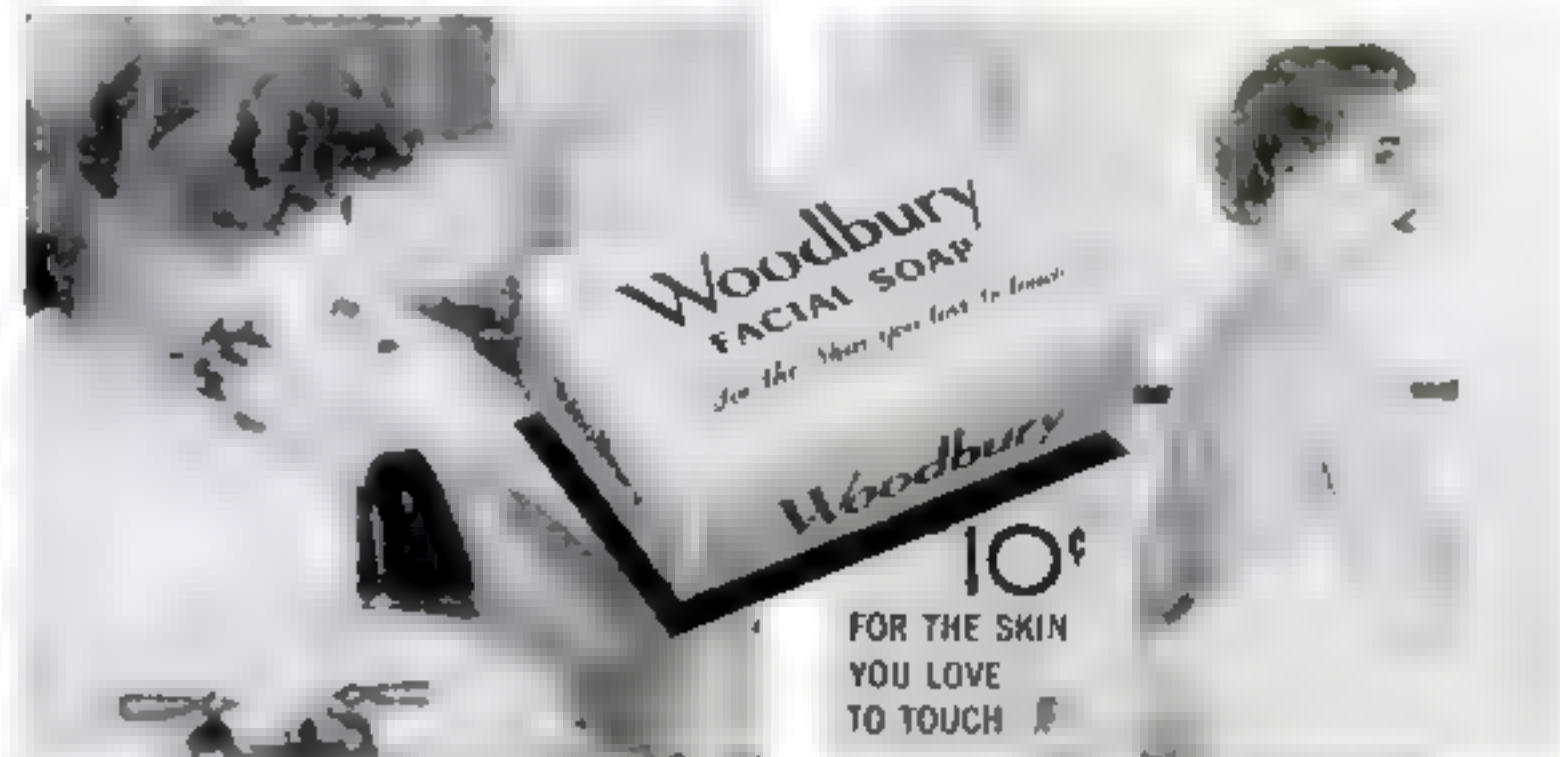
"What! An evening dress for basketball?" "I'm going to a party after the game," Virginia said. Her Woodbury complexion rated two dates in one evening! She takes no chances—Woodbury mildness means no "skin-burn!"



A movie date—and she had on a bathing suit! "Oh, no!" Hugh groaned. "We're still photographing," Virginia explained. "I'll change soon!" Virginia makes many changes, but not in her skin care—Woodbury Facials daily!



She didn't wear a wedding dress when they married. She and Hugh eloped! Yet Virginia looked every inch a bride! Her skin was flushed with excitement—and radiant from her daily use of mild, mild Woodbury!



She wears a Woodbury beauty complexion 24 hours a day! Doctors tested Woodbury Soap among women. Not one showed a trace of skin-burn—that roughened condition of skin robbed of its softening oils!

Virginia loves Woodbury for her bath, too! She uses bath-size Woodbury Soap for all-over loveliness. Try Woodbury, the beauty-cream ingredient soap. Start now to make your skin The Skin You Love To Touch!

No "Skin-Burn" with Extra Mild Woodbury

new and revolutionary!
the shirt with the soft collar that
**won't
wrinkle...
ever**



Secret of the Century!
Collar is woven in one piece. No sewn or fused layers to wrinkle.

Two collar models:
Regular and wide-spread,
with French or single
cuffs \$3.95 and \$4.95.

Van Heusen
EST. 1891
CENTURY shirts

Phillips-Jones Corp., New York L. Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

**DOCTORS AGREE MENTHOL IS IMPORTANT
IN RELIEVING COLDS**



**LUDEN'S CONTAIN MORE MENTHOL
THAN ANY OTHER COUGH DROPS**



Try the extra menthol in Luden's
Cough Drops. See how quickly
you get relief. Buy a pack today.

5¢

**HAIR GETTING THIN?
THEN
GROOM IT WITH KREML**

**TO AVOID THAT GREASY LOOK-
KEEP SCALP MORE HYGIENIC!**

There's nothing better than Kreml to neatly groom thinning hair or sparse locks. Kreml doesn't look the least bit greasy, sticky or goosy. No dirt-catching film shows through on the scalp. Kreml always keeps hair and scalp looking and feeling so clean. AND SO VERY IMPORTANT—Kreml removes dandruff flakes (more noticeable with sparse hair); it lubricates a dry scalp, giving it a delightful tingle. Change to Kreml today.



KREML Hair Tonic



SELF-PORTRAIT made in 1868 by Louis Ducos du Hauron, a French photographer, is one of the first distorted pictures ever taken. Effect was achieved by using a special camera with slotted diaphragm. A tireless experimenter, Du Hauron in 1869 wrote a book predicting modern color-separation practice.



Be my
Valentine

Texcel's great for
mending broken hearts
and 1,001 other things...

REMEMBER, don't just tape it—TEXCEL it!

TEXCEL CELLOPHANE **TAPE**®

INDUSTRIAL TAPE CORPORATION, NEW BRUNSWICK, N.J.



Orchid key: Left front—White Hybrid • Left rear—Cypripedium • Right front—Hybrid Cattleya • Right rear—White Brassia • Photo by Roy Carlson

AS IT SAYS ON THE LABEL:

"There is nothing better in the market"

100 PROOF • BOTTLED IN BOND • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

© 1954



ON A PALM DRIVE IN BACK OF THEIR \$1,000-A-MONTH HOUSE IN SWANK SANTURGE, MRS. ED GARDNER TAKES HER FAMILY AND DUFFY THE DOG OUT FOR A SPIN

DUFFY'S LATIN TAVERN

Ed Gardner moves his show to tax-free Puerto Rico

To bolster its economy, boost employment and eventually get itself off the U.S. taxpayer's back, Puerto Rico is luring new industries with offers of income tax exemptions. Its more bizarre "industry," and the one least likely to be fully assimilated, is the little bit of Third Avenue known as *Duffy's Tavern*, a radio show (NBC, 9:30 p.m. Thursdays). Although proudly advertised as one of the eyesores of the East Side ("at 23rd St., right in the heart of Times Square"), neither *Duffy's* nor Ed ("Archie th'-manager") Gardner has lived in Manhattan for 5 years. But since *Duffy's* had already survived one transplanting to Hollywood in 1944 without losing its Third Avenue accent, Gardner jumped at the chance to move on to Puerto Rico last fall. *Duffy's* itself is not tax-exempt, but Gardner will soon qualify for big tax savings when he goes into the movie-making business. Meanwhile he and his gay illiterates are living a tropical life of Riley, except that Riley never had it so good as Duffy.



FAR FROM THIRD AVENUE, *Duffy's* staff rehearses amid such soothing sounds as the rustle of palm fronds and the boom of Atlantic surf. From left: Oliver Clancy (the famed Colonel Lemuel Q. Stoopnagle—who is F. Chase Taylor), Miss Duffy (Pauline Drake), Ed ("Archie") Gardner, Clifton Finnegan (Charlie Cantor), Eddie Green

Keepsake wins the 1950 FASHION ACADEMY Award



A. WESTWOOD Ring 125.00. Wedding Ring 50.00. H. HEALY Ring 350.00. Also \$100 to 2475 and in platinum \$300 to 4150. Wedding Ring 12.50. G. MALDEN Ring 675.00. Also \$575, Wedding Ring 150.00.

All rings illustrated available in white as well as natural gold. Prices include Federal tax. Rings enlarged to show details.

To Keepsake Diamond Rings goes fashion's most coveted award—the Fashion Academy's Gold Medal for "exquisite design and brilliant fashion styling."

The Fashion Academy, which annually names America's ten best-dressed women, awards the Gold Medal to Keepsake as fashion's highest honor.

Today, more than ever, Keepsake is the diamond ring most wanted and admired. Not only for "gold medal" fashion, but for guaranteed high quality in color, cut and clarity confirmed by the Keepsake Certificate, signed by your jeweler and Keepsake.

Ask your trusted Keepsake Jeweler to show you the award-winning Keepsake collection. (Remember, if it's a Keepsake, the name is in the ring and the words "guaranteed registered perfect gem" are on the tag.)

FREE: Useful 20-page book, "The Etiquette of the Engagement and Wedding." Also the name of your Keepsake Jeweler and special gift offer of beautiful 48-page "Bride's Keepsake Book."

Write Dept. L-1, A. H. Pond Co., Inc., Syracuse 2, N. Y.

AMSTERDAM-ANTWERP-HOME OFFICE-SYRACUSE, N. Y.

Keepsake—Traditionally the Choice of America's Loveliest Brides

Duffy's **CONTINUED**



AT STORY CONFERENCE Gag Writers Larry Rhine, Al J. Hansen, Vinnie Bogert, Phil Sharp grope for a joke that will sound fresh from Third Avenue.



AT TROPICAL HIDEAWAY on Lancel Bay in Virgin Islands—the Gardners (foreground) like to indulge in happy hydropathy with visitors from main-



AT BROADCAST STUDIO in San Juan, Gardner, Guest Gloria Swanson and Colonel Stoopnagle tape-record a Duffy's show in front of studio audience.



land. Here their guests, all from Hollywood, are (from left) Actresses Alexis Smith (in cap), Janis Carter, Actor Craig Stevens and Ed Crowley (in back).

CONTINUED ON NEXT PAGE

"Send FLOWERS-BY-WIRE to your darling on Valentine's day!"

For FLOWERS more than any other Valentine say, "I love you". And your own *personal message* is included on the card that goes along!



It's Swift . . . It's Thrilling

Your FLOWERS can be delivered *anywhere* in the U. S. or abroad by Interflora, in a few hours. Valentine FLOWERS will definitely excite and thrill your sweetheart.



They're Smart . . . and Inexpensive

Smart corsages or gorgeous cut flowers are beautifully packaged . . . delivered dewy fresh. And look! FLOWER Valentines are only \$5.00 and up, plus telegraph charges. Order from the FLORIST who displays the Winged Mercury Emblem. That means we guarantee satisfactory delivery!

Say it with FLOWERS-BY-WIRE

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION, 149 Michigan Ave., Detroit 26, Michigan

Cough Relief*

*DUE TO COLDS

Yes, relief is quick, sure, safe, when Pine Bros. cover your cough-torn throat with moist, soothing glycerine. Use freely. They won't upset your stomach.

PINE BROS., INC., PHILADELPHIA



PINE BROS.
GLYCERINE TABLETS
Quick Throat Relief
HONEY TEN CENTS

10¢
U.S. ONLY
5 pleasing flavors

fast

Duffy's CONTINUED

EVEN IN PARADISE, ED GARDNER HAS (PERISH FORBID) HIS ULCER

Since insular existence is bound to be insulated, the motley crew of *Duffy's Tavern* has found life in Puerto Rico to be not entirely a bed of bougainvillaea. Ed Gardner's writers, for example, complain (behind the boss's back) that they no longer get to listen to their competition, from Benny and Hope to McGee and Molly. Some people might count it a blessing to live on an island out of earshot of radio comedians, but gag writers depend on monitoring, or scouting, each other's programs for intellectual stimulus and in some cases, it is said, for jokes.

"Besides," says one of The Boys, "we have a tough time getting topical gags down here. How do you build a joke around *Mule Train* if you ain't even heard the song?" The obvious solution—to switch from topical jokes to tropical ones—is out, because *Duffy's* must always preserve the illusion that it never left Third Avenue. To help The Boys keep abreast of life under the El, Gardner lets them take the *New York Times* by air, which is no great help. Eventually he may have to fly them home in rotation to put an occasional ear to the asphalt.

But according to such authorities as Abe Burrows, a radio-TV humorist who got his start writing for Gardner (and who says reverently, "Ed taught me about benzedrine"), "it's done Gardner no more harm to go to Puerto Rico than it did Gauguin to go to Tahiti." This is confirmed by the Hooper people whose research gives the tape-recorded *Duffy's* a 9.9 rating against 8.7 for the "live" version before the move.

Although *Duffy's* is a self-styled low and crummy-type joint, its humor is really on a pretty intelligent level, and to keep it there Gardner, who spends \$2,500 a week for writing, often labors all through the tropical night editing and polishing his scripts. His colleague Colonel Stoopnagle, who is quite a writer of whimsical comedy himself, says, "I've seen him wrestle a four-word sentence for four hours to make it perfect." Out of Gardner's sufferings come such touches as his recent proposal that if Guest Star Cornel Wilde would only rent the back room at *Duffy's*, Gardner would throw in linen service—"four round trips on the roller towel." Nobody but Gardner would presume to ask Metropolitan Opera Star Helen Traubel, another tavern guest, to sing a thing about *The Rajah of Blue-Koo is Coo-koo . . . Cookoorajah!*

When Gardner went to Puerto Rico he took along (or sent under separate cover) his family, two dogs, 10 employees, two Cadillacs, a Chris-Craft and a stomach ulcer that has been his more or less constant companion for 10 years, or roughly since he changed his name from Ed Poggenburg and became a radio producer. All these are still around except for a replacement for the adenoidal Miss Duffy; 12 girls have failed to satisfy him in the role since Shirley Booth, his first wife, left it seven years ago. The ulcer acts up whenever Gardner gets upset or unhappy, which he does as easily as Fred Allen and which he did recently when one columnist called him a tax-dodger and another suggested that the FBI was about to, or at least should, investigate him.

"People think nothing of it if a textile company moves down here," Ed rasps, sipping his milk. "But let an actor try to act like a businessman and they holler crook." He is most unhappy because his critics ignore the fact that he hasn't yet saved a nickel in taxes; he qualifies for exemption on his income (around \$5,000 a week after expenses) when he invests \$250,000 in a movie-production unit and starts making low-cost feature films. Meanwhile he is consoled by the thought that if you have to be unhappy, Puerto Rico is one of the world's happiest places to be unhappy in. It can also be peaceful. Between crises the other day, his wife Simone noted in a letter to a friend that "things are so quiet at the moment that I can almost hear Gardner's blood vessels bursting."

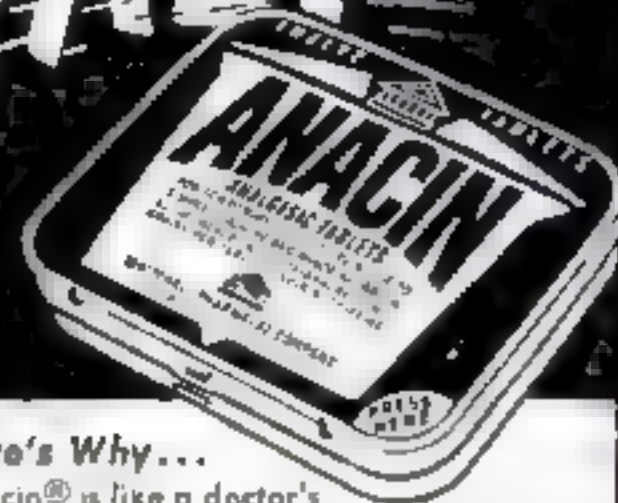
RICHARD L. WILLIAMS



WELCOME SIGN at San Juan airport is part of campaign to attract industries to "an island on the move."

RELIEVES
HEADACHE
NEURALGIA
NEURITIS PAIN

FAST



Here's Why...

Anacin® is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients that are specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

Callouses

Pain, Burning,
Tenderness
Quickly
Relieved



You'll quickly forget you have painful cal luses, tenderness or burning on the bottom of your feet when you use Dr. Scholl's Zino-pads. These thin, downy soft wonderfully soothing, cushioning pads instantly relieve pressure on the painful spots. Speedily remove callouses when used with the separate Medicated Pumice. Ask for Callous pads. Cost but a trifle.

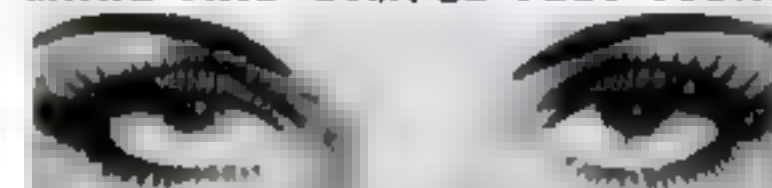
Dr. Scholl's Zino-pads

They All
GO for
EMBROI

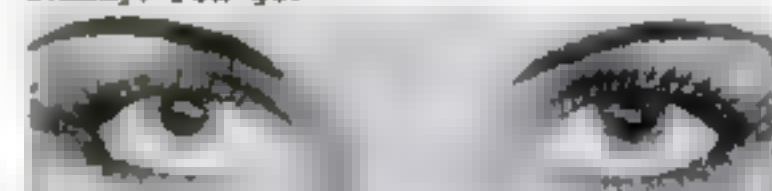


How to give
QUICK REST
to tired eyes

MAKE THIS SIMPLE TEST TODAY



EYES OVERWORKED? Put two drops of gentle, safe Murine in each eye. Then feel that refreshing, soothing sensation that comes instantly. You get—



QUICK RELIEF from the discomfort of tired eyes. Murine's seven important ingredients are scientifically blended to cleanse and refresh overworked, tired eyes. Use Murine morning and night and whenever your eyes tell you to.

MURINE
FOR YOUR EYES





"I spent less than \$50 to re-do
this love-of-a-LIVING ROOM!"



There's a Bird Armorlite Rug to brighten every room. Pattern shown is 26315

"The whole redecorating job — from my new Bird Armorlite Rug to my smartly styled drapes — cost me less than \$50."

YES — and you can do it too — you'll find it fun to do the work yourself . . . all you need is a little imagination, ingenuity (you have plenty of that!) and the Bird "Color Schemer" described below. First of all, take a tip from professional decorators and start with the floor . . . a budget-bright BIRD ARMORLITE Rug in rich decorator's colors! BIRD ARMORLITE's tough enamel surface is made with special resins — it stays satiny smooth and mild soap and water keep it clear and bright! BIRD ARMORLITE's makers have been manufacturing floor coverings since 1888, fine products since 1795 — more than 150 years of manufacturing quality products!

That's the first step . . . the rest is up to you. Try the ideas shown in these pictures worked out by Bird's decorators — or perhaps Bird's "Color Schemer" can help you pick a Bird rug or color scheme you like better. At any rate — get in the decorating mood! There's no limit to what you can do with the right ideas — and a sparkling BIRD ARMORLITE Rug!

Try your favorite colors, drapes, and rug patterns in the "Color Schemer." It's full of clever, easy-to-do ideas — costs just 10c — send to the address below or see your nearest Bird dealer. Ask to see his wide selection of Armorlite patterns while you're there.



2 pints enamel paint, about . . . \$ 2.00
1 gallon wall paint, about . . . \$ 5.00
Paper drapes, per pair, about . . . \$.89
8 yards ball fringe, about . . . \$ 2.00
Baggage rack and tray, about \$10.00
... add your sparkling Armorlite rug —
(prices ranging from \$5.95 to \$14.95 depending on size and geographical area)
— the cost is still less than \$50.00!



Paint ornate picture frames — pick up the accent color from your Bird rug, painting the outer rims of leaves and flowers with coral

Use plain paper drapes. Again take the accent color from your Bird rug and sew on a ball fringe of coral.



For a coffee table — use old tables with legs cut down, or a folding trunk rack. Top with a lacquered tray.

BIRD Armorlite and Linoleum FLOOR COVERINGS



Also Manufacturers of Famous Bird Master-Bilt Shingles and Insulated Sidings

EAST WALPOLE, MASSACHUSETTS



1. When you give a watch to someone you love, it's not only a constant reminder of you throughout the years—but of the importance and value of time. And when you give a watch with a quality Swiss jeweled-lever move-

ment, you can be sure that your gift is not only beautiful in design—but tops in dependability and downright value. So, when you shop for a watch—don't be fooled by so-called "bargains"—you usually get just about what you pay for!



2. As a second watch for yourself—or as a gift—see watches with one or more Swiss features: water- and shock-resistant, self-winding and calendar watches, chronometers, chronographs. A fine Swiss watch is a treasure of lasting pride—for you—or for the fortunate one who receives it from you.

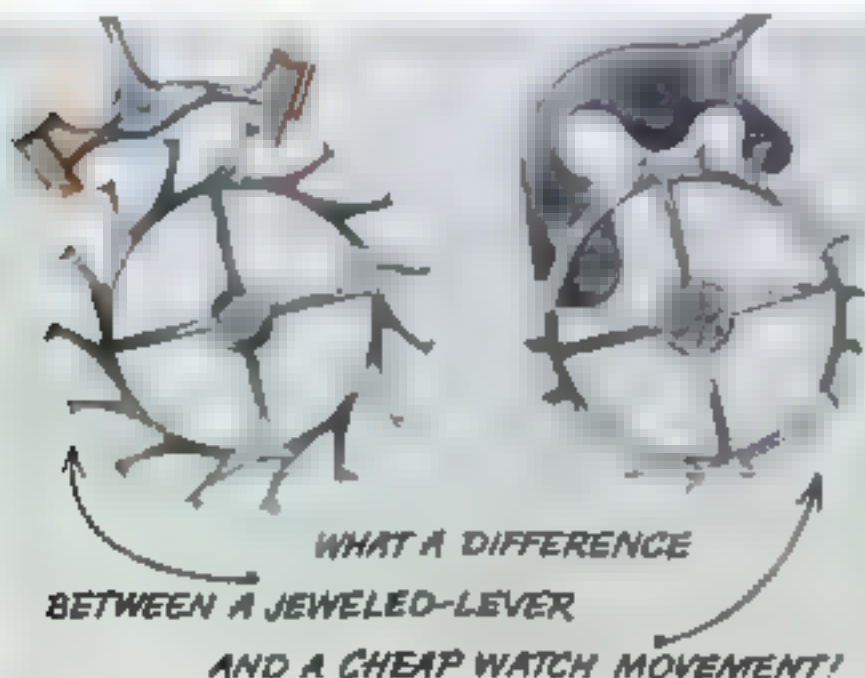
Most eloquent way to say "Happy Birthday"



4. Watchmaking has been a Swiss art for nearly 400 years. The watch you buy today is a high tribute to the quality Swiss movements that make possible the smartest new watch fashions. Always—it's the movement that counts—be sure your new watch has a quality Swiss jeweled-lever movement.



5. Official Swiss Parts make it easy for your watch to be serviced economically and promptly if it has a quality Swiss jeweled lever movement. And—when you buy, rely on a jeweler in whom you have confidence—he'll show you the best watches with Swiss jeweled-lever movements in your price range.



3. Your watch ticks 432,000 times a day—every time the pallet ends of the lever strike the escapement wheel! The impulse transmitted through the jeweled pallet in a jeweled-lever movement is far more accurate and more easily regulated than the impulse transmitted through the ordinary metal pin in a cheap movement.

For the gifts you'll give with pride—let your jeweler be your guide

The WATCHMAKERS OF SWITZERLAND



Official Swiss Federation of Watch Manufacturers

CLOSE-UP

TEMPEST

on the TIBER

Magnani, the woman Rossellini left for Ingrid, is the disheveled, defiant darling of Italian films

by JOHN KOBLER

EVERY now and then along the Via Veneto—Rome's Fifth Avenue—the cafe idlers are stirred out of their evening torpor by the rocketing passage of a green Fiat station wagon. At the wheel is Anna Magnani, the greatest actress in Italy. With her is Micia, the most feared pet in Rome. Micia is black as murder, with Baskervillian fangs and a fixed expression of savage mistrust. He snarls at anybody who ventures near his mistress. He has several times bitten Magnani fans clean through the hand. But, even though Magnani has been sued countless times, she will neither muzzle the animal nor leave him at home.

In the way that people sometimes resemble their dogs, Anna Magnani, or "our Nannarella" as she is called throughout Italy, resembles Micia. And of this she is defiantly proud. Her rank-growing hair, unconfined by hat or hairpin, is the same jolting shade of black. She habitually dresses in black. Her big, strong teeth seem always about to bite. Emotionally she is never far from eruption. As she hurtles through traffic, she uproariously curses Micia, jaywalkers and the frustrations of life in general.

To Americans unfamiliar with Italian films, Anna Magnani may be known chiefly as the woman with whom Director Roberto Rossellini was in love before he discovered Ingrid Bergman. But a poll along Via Veneto, which is frequented by film talent from every nation, would yield the consensus that Magnani is not only Italy's but the world's greatest film star. This may be an overstatement of the case. However, in the four years since she emerged from comparative obscurity she has won the U.S. National Board of Review award for the best foreign actress (*Open City*, which Rossellini directed), the Venice Film Festival award for the best performance by an actress in any category (*The Honorable Angelina*) and the Silver Ribbon—the Italian Oscar—for the same two films plus another Rossellini production, *Love*. Anna Magnani has become one of the most impressive actresses since Garbo.

Magnani, whose sense of profit is also impressive, demands and gets the largest sums paid an actress in Europe. Since Italian personal-tax laws have many well-known loopholes, her net income cannot be matched even in Hollywood.

Magnani has attained fame and fortune—a long, tough haul from the rough-and-tumble neighborhood of her youth—with almost none of the equipment prized by more conventional stars. Her formal education ended at the age of 14. The racy aromas of the Roman alleys still cling to her speech and manner. The only dramatic school training she ever got lasted less than two years. In front of the camera she relies mostly on instinct. Although on the screen she can transmit by sheer dynamism the illusion of beauty and scorching sensualism, she lacks the sort of face and figure that ordinarily attracts men. She is 41 years old. Both in the studio and away from it she disdains to interfere with nature. She allows no hairdresser to tame her rowdy tresses, no beauty expert to tidy up her rampant curves. Finally, as the queen of the so-called neorealistic school of

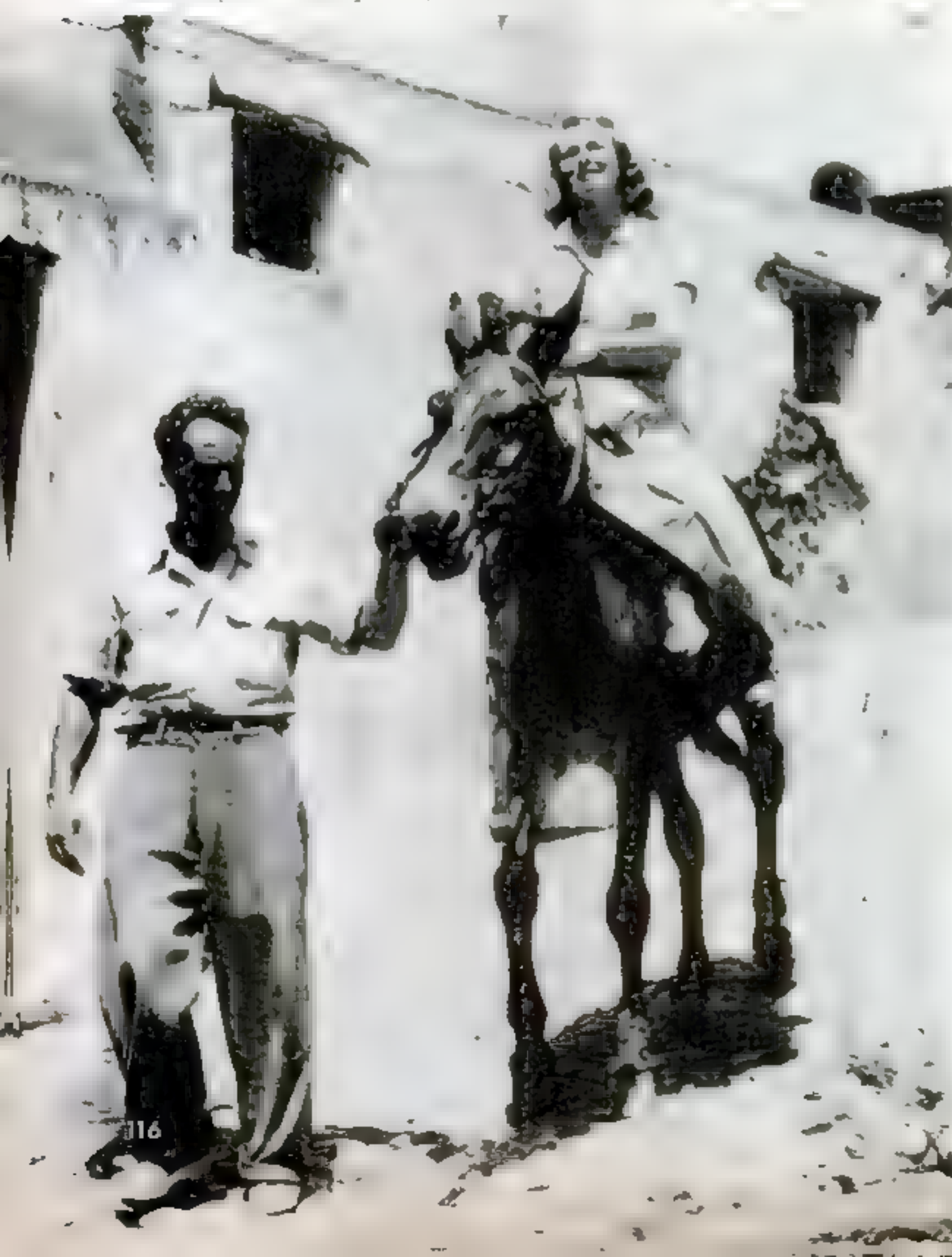


ANNA MAGNANI'S MOODS are evident in this picture. It was made by Photographer Gjon Mili, who took a triple-exposure of her on three stairway landings of her Rome apartment as she raced downstairs, stopping to express varying degrees of wistfulness and pleasure.

CONTINUED ON NEXT PAGE



THE RIVAL CAMPS of Anna Magnani and Ingrid Bergman were set up at the same time on separate Italian islands half an hour's boat ride from each other. While Magnani (top picture on these pages) was making *Volcano* with Dieterle on the island of Vulcano, Bergman (bottom pictures) was making *Stromboli* with Rossellini on Stromboli.



HER FLOWING HAIR TANGLED WITH SEAWeed, MAGNANI GOES FOR

ANNA MAGNANI CONTINUED

cinema (of which Rossellini is the king), she specializes in a class of role not generally considered to have wide audience appeal: she is the screen's most convincing portrayeur of the sad, seedy prostitute.

But the oddest aspect of Magnani's pre-eminence is the inferiority of her vehicles. Except for the three films that have won her prizes, she has appeared in few that measure up to Italian or even American standards of excellence. With *Volcano*, which was completed last August, coproducers Ferruccio Caramelli, who is sometimes described as a Roman Howard Hughes, and Panaria Films hope to have given her a really good film. Dubbed in both languages, *Volcano* is the first film made by Italians primarily for the American market. The cost topped \$750,000, a whopping figure for an Italian production. William Dieterle was imported from Hollywood to direct it, as well as Starlet Geraldine Brooks to play the ingénue lead, and Erskine Caldwell to write the English dialogue. It had its Italian premiere last week, will have its New York premiere early this spring.

Whatever the over-all merits of *Volcano*, Magnani's appearance will very likely pack the house. The essence of this transcendent allure has prob-

HER HAIR NEATLY CONFINED IN A BANDANA, BERGMAN REHEARSES





SWIM OFF VULCANO ISLAND WITH SCENARIO WRITER RENZO AVANZO

ably been defined best by Dieterle. "Magnani," he said, "is the last of the great shameless emotionalists. You have to go back to the silent movies for that kind of acting. Most of the modern stars try to cultivate understatement and subtlety, but Magnani pulls out all the stops. The style is so old it looks new."

A startling example and one which would probably run afoul of censorship if it were shown in this country is the movie *Love*. It consists of two unrelated studies of feminine passion. In the first part, an adaptation of Jean Cocteau's one-act, one-character tear-jerker, *The Human Voice*, a jilted woman spends 20 minutes on the telephone pleading with her faithless lover. It has usually been performed in a low, sophisticated key. Magnani sheds Niagaras of tears, howls like Medea and rolls on the floor in her anguish. The second part, entitled *The Miracle*, pictures in unsparing detail the story of a peasant girl with religious dementia who takes a passing stranger for Saint Joseph. Flying her with wine, he seduces her. During her ensuing pregnancy she believes she is bearing the Christ Child and, as her time approaches, she crawls up a mountainside to an abandoned nunnery where she gives birth, moaning, "*Bambino, bambino...*" In the seduction scene Magnani conveys the combination of religious ecstasy, intoxi-

OFF STROMBOLI ISLAND WITH HER LEADING MAN, MARIO VITALE



GASPING, MAGNANI LEANS WEARILY ON A ROCK ON HER ISLAND

cation and physical transport by uprooting grass and chewing it furiously.

Off the screen Magnani often flaunts her emotion with equal fury and abandon. At the 1948 Venice Film Festival, for example, when *Love* failed to win her an award (it went instead to Jean Simmons for her performance as Ophelia in the Olivier *Hamlet*), Magnani tore through the Hotel Excelsior like a typhoon, screaming, "Goddam them, they didn't give me the prize!" She has a proprietary attitude toward the men in her life which excludes even their male associates. When one of them drove off after a lover's quarrel she chased him in her own car up and down the Via Veneto until she could lay her wheels on his rear fenders and nudge him to the curb. To the bemusement of onlookers she thereupon demonstrated again her mastery of eloquent, fluent profanity.

But her hair-trigger emotions can also produce spectacular gestures of generosity. Moved to tears by the plight of some convicts in a Sicilian jail, she sent them 40,000 lire. When an electrician on her set contracted ulcers, she footed all his hospital bills. (Let the same electrician flub a light cue while she is performing and her fury is likely to cost him his job.) But she is, in other respects, almost a penny pincher, visiting the smart shops and restaurants infrequently and entertaining cautiously.

CONTINUED ON NEXT PAGE

RESTING, BERGMAN PERCHES ON A ROCK TO SURVEY HER ISLAND



Your bathroom may look clean... yet harbor dangerous germs!

YOU can often scrub a bathroom until it shines and still not get rid of harmful germs...invisible germs that can endanger family health! Stains, too, can resist ordinary cleaning.

That's why millions of women depend on Clorox in routine cleaning. For Clorox has germ-killing power, it disinfects, makes bathrooms sanitary-clean for added health protection! Clorox removes stains, deodorizes, too.

So, to protect health, to make your bathroom look even nicer...use Clorox regularly in routine cleaning!



You get these

**2 BIG
EXTRAS**

WITH CLOROX

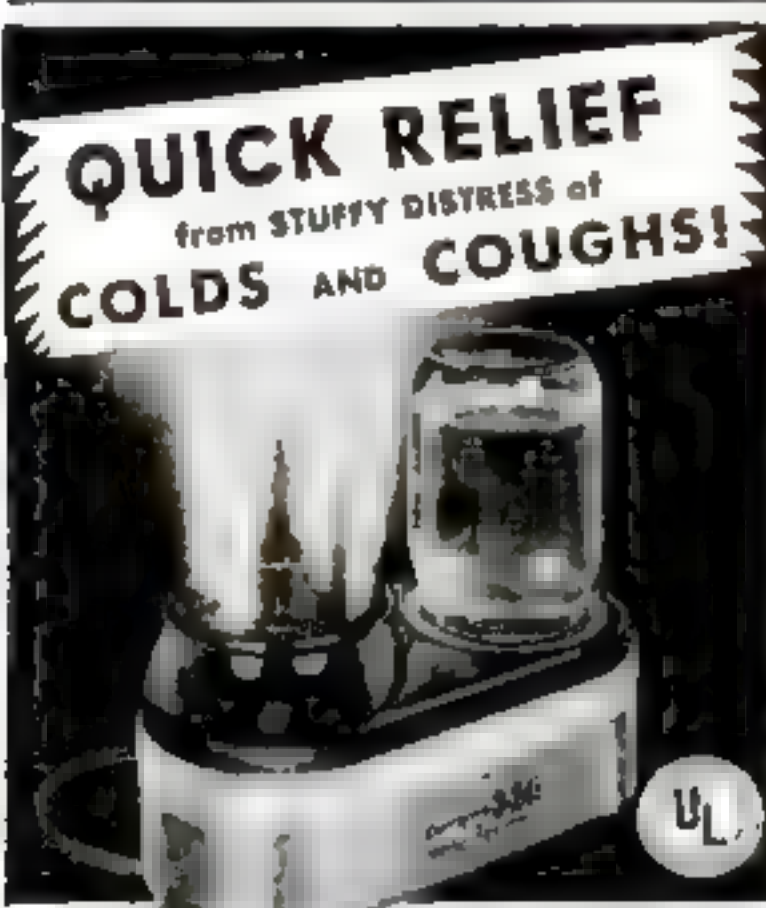
1. GENTLER
BLEACHING ACTION
...longer life for linens!

2. GREATER
DISINFECTING EFFICIENCY
...added health protection!

Clorox conserves costly linens and does a better job of disinfecting because it's free from caustic and other harsh substances...made by an exclusive formula protected by U.S. patent!

Clorox - the Green Chemical Co.

CLOROX...AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT



QUICK RELIEF
from STUFFY DISTRESS of
COLDS AND COUGHS!

Electresteam
3 to 24 HOUR* VAPORIZER
HUMIDIFIER—DEODORIZER

Split-second vaporizing acts to give almost instant relief from the misery of nasal and chest congestion due to common colds. Absolutely safe! Only Electresteam has a "remote water reservoir" and automatic shut off. Detachable Vapo-Cup for medicaments and deodorizing! Operates on A.C. only. Insist on an Electresteam Vaporizer—get one today.

*Furnished with 1-pint jar for 3-hour vaporization. For 24 hours use 1-gal. jar. Mason-type jar for 12 hours, use 2 quart Mason-type jar.

At better druggists and electric appliance dealers...

ELECTRIC STEAM RADIATOR CORP.

Manufacturers of Electresteam Portable Steam Radiators, Baby Chef Jr. Bottle Warmers and Sterilizers

1 ELECTRIC AVENUE, PARIS, KENTUCKY
Electric Steam Radiator Company, Ltd., Toronto, Ont.



Pure Butter-Rich Candy

**WISCONSIN
DAIRY BUTTERS**

FLAVOUR CANDY COMPANY, CHICAGO 12, ILL.

**AMERICA'S FAVORITE
ALWAYS POPS**



**JOLLY TIME
POP CORN**

for MEN and BOYS

OTIS



UNDERWEAR

SPORTSWEAR

HOSIERY



8-2 HILLS, INC. 57 NORTH STREET NEW YORK 19 N.Y.



MAGNANI'S ACTING is effusive, dynamic, instinctive. Here, in *The Honorable Angelina*, she organizes neighbors in a fight against a local black market.

ANNA MAGNANI CONTINUED

Magnani is a profoundly, incurably melancholy woman. Yet, with the peculiar split personality of the born actress, she is able to detach herself from sorrow, in a sense enjoy it and explore its histrionic content. When Rossellini transferred his affections to Ingrid Bergman, Magnani's grief was Sophoclean. She harrowed her sympathizers with all-night analyses of her suffering and threatened suicide. She begged newspaper reporters, "Please, please, leave me alone with my tragedy." She also promised, "I will break every plate of spaghetti in Rome over his head." Many observers feared for Bergman's physical safety should the two women ever meet. They never did, and presently Magnani's mood lapsed into one of morose resignation. When Bergman finally flew to Rome, Magnani enacted, quite spontaneously, her own version of *The Human Voice*. Telephoning an intimate member of Rossellini's circle at 2 o'clock in the morning from London, where she had gone to attend the opening of one of her films, she asked, "Has she arrived?" "Yes," said the friend. The dialogue continued as follows:

MAGNANI *Mannaggia!* (freely translated, "Goddam") Is she pretty?

FRIEND Yes.

MAGNANI *Mannaggia!* Was he waiting for her at the airport?

FRIEND Yes.

MAGNANI *Mannaggia!* (a pause) Did they kiss?

FRIEND Yes.

MAGNANI *Mannaggia!* (a long pause) Did he drive her to her hotel?

FRIEND Yes.

MAGNANI *Mannaggia!* (a pause of a minute) Did they go by the old Appian Way, in the moonlight?

FRIEND Yes.

MAGNANI *Mannaggia!* (she hung up)

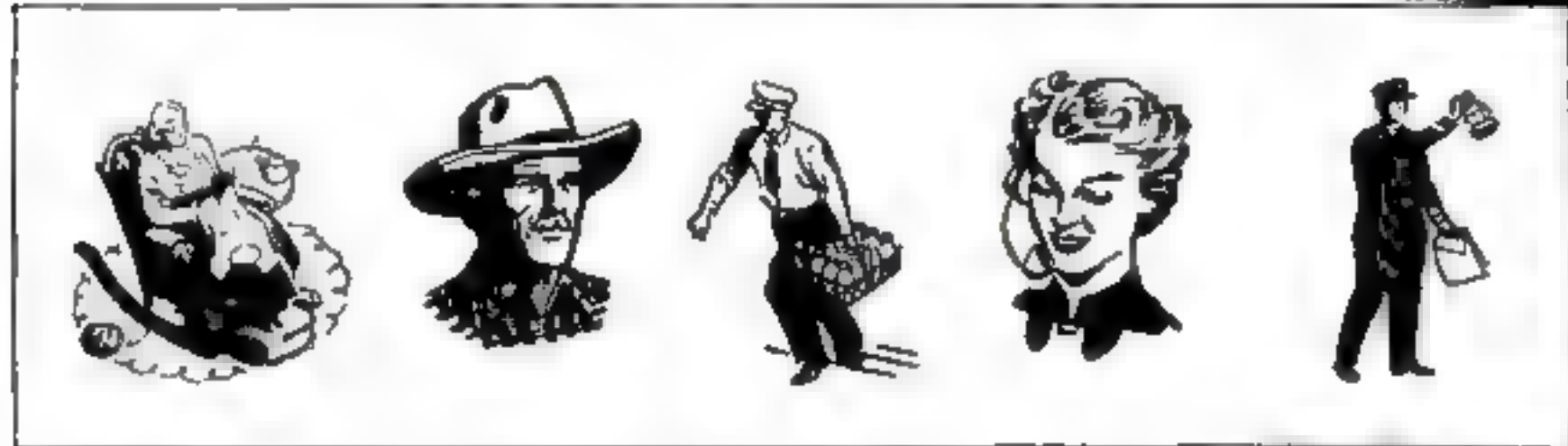
During a game of Truth and Consequences staged for laughs by the *Volcano* company, Magnani replied in answer to a pointed question about Rossellini, "I have never been happy in my life." "Come now, Anna," Dieterle chided her, "you were happy as a lark the other day." She exploded: "How dare you tell me I was happy! Never, never in my life!"

Fatherless, motherless

WITHOUT doubt, many of the simplest requirements for happiness have eluded Magnani. She was born out of wedlock to a girl of the working class, Marina Casadei. Before she was a month old her father, Francesco Magnani, disappeared. People close to the actress feel that this rejection by her father explains her ambivalence toward men, whom she cannot live happily with or without. In her third year her mother too went away to make a fresh start in Egypt, and Anna did not see her for 12 years. She rarely refers to her mother today and when she does it is with an undertone of resentment. "I am really grateful to Marina," she once said. "Had she been the usual sort of mother, I would probably never have become an actress. But she was violent, willful and romantic—I take after her. Egypt was her escape. Acting is mine."

Anna was entrusted to the care of grandparents, to whom her mother sent money from Egypt for her support. The Casadeis were a big, brawling, joyous but poor tribe who lived precariously on the

It takes 5 stockholders to make 1 Union Oil job



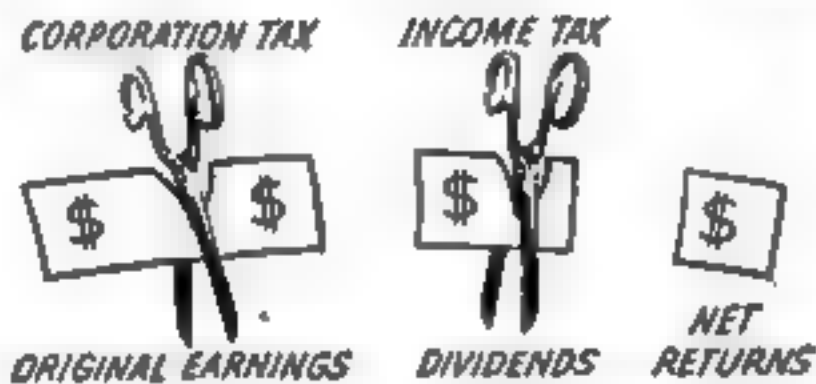
1. We think the people who make up Union Oil Company are as good as they come. In fact, we'll back their technical skills and "know-how" against any group of oil men in the country. But with all their skills and knowledge, they couldn't make a gallon of petroleum products without "tools."



2. It takes skill and knowledge PLUS drilling rigs, oil wells, refineries, laboratories, pipe lines, service stations and several thousand other kinds of "tools" before you can make and distribute modern petroleum products. At Union Oil the investment in these "tools" amounts to \$68,400 per employee. This is several times larger than the national average of all manufacturing industries—(about \$6,000 per employee)—for the oil industry requires far more heavy and complex equipment.



3. Consequently where many large companies have 1 or 2 stockholders for each employee, Union needs the investments of 5 average stockholders in order to put 1 employee to work. To provide "tools" for 7,238 Union Oil employees, we have had to enlist the savings of 37,220 preferred and common stockholders.



4. It's not hard to see that unless we give these thirty-seven thousand stockholders a reasonable return on their investment, we can't stay in business very long, or keep our seven thousand Union Oil people employed. Yet the American stockholder, during the last 20 years, has taken more punishment—verbally and tax-wise—than any other group in the nation.



5. Actually, stockholder returns in this country are moderate in the extreme. At Union Oil our dividends have averaged 4% over the last 20 years on the net capital invested in the company. So we feel that the responsibilities of management should be threefold—to see that Union Oil customers are well served; to see that the people who do the work get a square deal, and to see that the people who provide the "tools" are fairly compensated.

UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.

Here's why no other wine has ROMA'S delicious taste...

*Roma has in its cellars more fine wine
than any other vintner in the world...*

*and Roma bottles only the
mellow best of this great reserve.*



© 1949 Roma Wine Co., Fresno, Calif.

ANNA MAGNANI CONTINUED

wrong side of the Tiber in a district as colorful as a Persian bazaar. Although Magnani has long since moved to more elegant quarters, she is irresistibly drawn back to the scenes of her girlhood. She likes to dine there of an evening in one of the local restaurants, raucously swapping ribaldries with old friends who thee-and-thou her as one of them. When "our Nannarella" departs, the police have to clear a path through the crowd.

Anna was a plain, frail child with a forlornness of spirit that touched her grandparents. They pampered her, often depriving themselves to provide her with good clothes and food. She fared so much better than the other children of the neighborhood that they would tear her dresses in envy and taunt her with epithets such as "Dung Princess." But then as now she felt more at ease among earthy companions than refined ones and unfailingly cosied up to the toughest kid on the block. "I am antibourgeois," she proclaims defensively. "I hate respectability. Give me the life of the streets, of common people." This antipathy toward polite society occasions many a display of brusque incivility. An elderly lady, having met Magnani at a theatrical function and learned that she had a son, observed kindly, "I never think of you somehow as a mother." Magnani replied, "I never think of you somehow as a lady."

One day a mongrel dog bit Anna severely on the cheek, sending her to the hospital. Far from fearing dogs thereafter, she still befriends them with frenzied enthusiasm, professing to value them

above humans. She is continually rescuing stray curs in the street, picking the fleas out of their hair and ceaselessly seeking homes for them. She has not spoken for months to friends who declined to adopt one of these foundlings. When Dieterle ordered a barking dog banished from *Volcano*, Magnani sulked until it was brought back and fed. The only known exception occurred recently when a barking watchdog in a monastery below her apartment kept her awake all night. She threatened the monks that if they did not keep the dog quiet she would parade stark naked on her balcony. So the monks kept the dog awake all day, the dog slept all night and



HER HUSBAND is Goffredo Alessandrini, from whom she is separated.

Magnani kept her clothes on. Her present menage includes, besides Micia (a gift from Rossellini), Pipo, a nervous poodle who, though unhousebroken, shares her bed; Musina, a Persian cat; four kittens and a nameless turtle.

When she was 7 Anna attended a French convent school in Rome where she learned to speak the language well. She also studied the piano, which she still plays expertly. But her most expressive musical instrument is her own resonant, somber, contralto voice. At parties or alone she likes to sing bittersweet songs in *romanesco* (Roman version of Brooklynese), accompanying herself on the guitar. Those who have heard her treasure the experience more than any film she ever made.

At the convent, too, she acquired her passion for acting when the nuns staged a Christmas play. The remittances from her mother were just enough to cover tuition in a dramatic school, and at 17 she entered the Eleonora Duse dramatic school. (A critic later alluded to Magnani as "the peasant Duse.") Midway through the course she was interviewed by the actor-manager of a touring repertory company who needed extras. She jumped at the chance, although the pay was only 25 lire (88¢) a day. She never again accepted help from her mother.

There are few apprenticeships seamier than that offered by the Italian theater. Magnani was spared none of it. For the next few years she shifted from one tattered troupe to another, seldom earning a living wage but gradually getting better parts. The ordeal instilled in her an appreciation of money which has since caused many a producer to toss in his sleep. At the outset of her film career she would report to work with hand outstretched and keep it so until she held her day's pay—in cash, no checks. She can now bring herself to wait until the end of the week, but her first move upon undertaking a new film is to find the man in charge of incidental expenses, turn her purse inside out to show that it is empty and warn him, "It's up to you." The wardrobe bill she submitted for *Volcano*, in which she wore mostly peasant garb, ran to two million lire (\$3,200).

In 1933 Magnani was doing experimental plays in Rome with an earnest little art group when Goffredo Alessandrini, a movie director of the jodhpur-wearing, megaphone-wielding tradition, saw her act. Excited by her fierceness, he hurried backstage. He was of a prominent, wealthy family and as gallant as a guardsman. Two years later they were married. Magnani immediately retired to devote herself exclusively to her husband. "I suffered horribly away from the theater," she says, "but I could bear to be away from Goffredo even less."

The idyll was short-lived. Alessandrini's attentions soon strayed to other women. "You know how it is," says Magnani with a forbearance she did not feel at the time, "a man gets tired of the same woman."

Her interests at home disappearing, she went back into the theater to portray a gallery of delinquent heroines—*Carmen*, *Maya*, *Anna Christie*. She was not a sensation, but few actresses ever are in Italy, where the people take their drama haphazardly. Rome supports barely nine theaters, and three weeks is an average run for any play. Where Magnani finally achieved a smashing success on the stage was in the sceneryless reviews organized by the city's leading actors during the American occupation when shortages made legitimate plays difficult to stage. Singing, dancing and reciting racy monologues, she captivated GIs who understood not a word of *romanesco* dialect.

Magnani had profited by her retirement to study both stage and



HER SON Luca visits her whenever he can leave the sanitarium in Switzerland. When he was stricken with polio, she recalls, "I went crazy—really mad."

screen acting from the front of the house. What she saw strengthened her leaning toward neorealism. "The classic poses, the cultured accents—tripel!" she jeers. "For me, acting should be as natural as life."

Before her marriage had cooled entirely, she had told Alessandrini, "I want to act in movies. I know I'm ugly, but must movies show only beautiful, well-dressed women? Why not ordinary, down-to-earth women for a change, women of the people—like me?"

"Dismiss it from your mind, my dear," Alessandrini advised her loftily. "The cinema can never be for you."

She promptly landed a role in a very down-to-earth film indeed, entitled *A Lamp in the Window*. She has since appeared in 19 others, the majority of them equally down-to-earth. Today from hapless women the country over she receives begging letters which frequently begin, "You who understand us. . . ."

In October 1942, after she and Alessandrini had finally separated, Anna bore a son. She named him Luca and gave him all the maternal devotion that she had missed in her own childhood.

Her son is crippled

THE next tragedy to befall Magnani filled her bitter cup to the brim. In 1944 there were 48 cases of polio in Rome. Luca, then 18 months old, caught the disease. Today, at 7, he has not regained the use of his legs and he now has to spend most of his time in a sanitarium for treatment. He is otherwise a handsome, sturdy youngster, with his mother's dark, wild hair and luminous eyes.

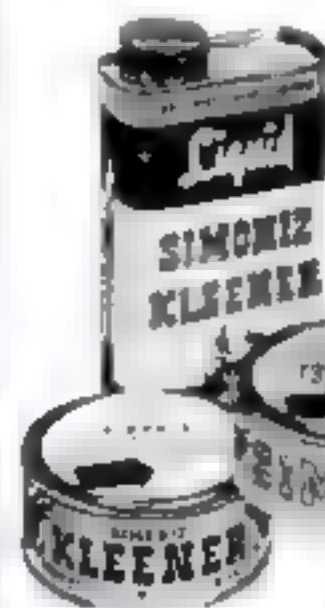
The thumping salary demands for which Magnani is notorious are dictated by Luca's needs rather than by personal extravagance. In the early stages of his illness she spent most of her earnings for specialists and hospitals. When it was determined that he could not walk again, she resolved to accumulate a fortune that would shield him forever from want. Not long ago she stood watching a legless veteran drag himself along the sidewalk. She said afterward, "I realize now that it's worse when they grow up."

CONTINUED ON NEXT PAGE

Why waste time with "temporary polishings"?

Simonizing gives long lasting beauty and protection . . . keeps colors from fading!

Don't waste time and effort on "here-today-gone-to-morrow" polishings. Simoniz and Simoniz Kleener give your car an amazing sparkle that lasts for months! This Deluxe Beauty Treatment really protects and preserves the finish, also keeps colors from fading! So insure the beauty of your car now—with world-famous Simoniz and Simoniz Kleener!



Newer cars need only Simoniz to clean and beautify the finish . . . a single, simple operation. On older cars, first use Simoniz Kleener (Liquid or Paste) to clean the finish. Then Simoniz for lasting beauty. The Simoniz Co., Chicago 16, Ill.

Motorists Wise
SIMONIZ.
Gives cars lasting beauty

WON'T DAD BE SURPRISED
TO SEE HOW BEAUTIFUL
OUR CAR IS NOW!



The sooner you Simoniz your car the better



it could be
you!

From top to toe—you always know your legs look sleek in Cameo! For Cameos slenderize your ankle—slenderize your calf. And their snag-resistant finish cuts stocking bills in half! What more can stockings do?

BUR-MIL®



CAMEO®
STOCKINGS



A KISS FOR ROBERTO is a reminder of happier days when Magnani called Rossellini "Stelhno" (Little Star). This was taken in her apartment in 1947.

ANNA MAGNANI CONTINUED

Then came Roberto Rossellini. "I thought at last I had found the ideal man," she says. "He had lost a son of his own and I felt we understood each other. Above all, we had the same artistic conceptions." But Rossellini proved to be as violent, volatile and possessive as Magnani, and far less ingenuous. They wrangled constantly, partly over feverish dreams of bold film ventures, partly in jealousy. In fits of rage they threw crockery at each other. Following one of these battles, they happened to turn up at the same party. At sight of him Magnani roared, "On your knees, miserable one, and beg forgiveness!" To his knees he sank and she was momentarily appeased.

On the professional level, however, no two artists ever complemented each other more sensitively. Magnani would project his ideas intuitively, almost before they were expressed, while from scene to scene Rossellini would modify his characters and story line as he sensed her perception of them. Most gratifying to Magnani, he indulged her swift, unpredictable humors which impelled her now and again to stalk off the set in the middle of a take or not show up for work at all. "To act, I must feel the mood," she insists. "It cannot be forced. Roberto always understood that."

On Rossellini's assurance that he was preparing the crowning vehicle of her career, Magnani turned down offers from other directors for a year, some of them guaranteeing her as much as 30 million lire. But Rossellini prepared another movie and presented it to Ingrid Bergman.

Since the breakup Magnani has lived in a seven-room terraced flat in Rome, where she wanders about in lonely restlessness. She is, says a friend, "like an animal in a trap, gnawing on its own leg." She does not encourage easy friendships. When miffed, she sometimes walks away from a dinner party, smashing plates on her way out. "Sometimes," she says wistfully, "I think I frighten people."

Superstitions, fevers and aches

SHE is as superstitious as a gypsy. She consults astrologers (she is a Pisces subject), goes in for numerology (her birthday is March 7, and she attaches mystical importance to the number 7) and claims to be clairvoyant herself ("I foresaw the Bergman affair before Roberto even knew her"). She cannot retire at night unless her shoes are aligned under the bed. She believes that a dog dying indoors bodes ill to some human relationship in the house. "With Goffredo and Roberto it was the same," she says. "Just before the final parting a dog died."

And always she is prey to mysterious fevers and aches which she will discuss exhaustively. As she arrived on the *Volcano* set one day, Dieterle called out the casual salutation, "How are you, Anna?" She announced solemnly, "Ninety-eight point nine." Never eating or drinking much, she often subsists for long stretches on black coffee and cigars. The resultant stimulation, she believes, is good for her acting. She sleeps poorly, reliving the day's calamities. "My nights are appalling," she says. "I wake up in a state of nerves and it takes me hours to get back in touch with reality."

Magnani's apartment reflects her flight from orthodoxy. There are a dozen porcelain poodles, a 50-pound armored puppet astride

**HERE'S
HOW**
to relieve
discomfort
when you
**EAT, DRINK
TOO MUCH**



Simply take world-known Eno at bedtime and you'll quickly help neutralize excess stomach acid, ease upset "full feeling" overnight! When you wake, take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!

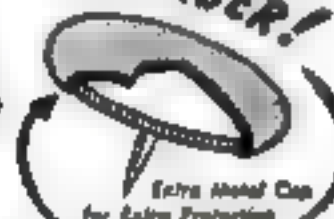
- 1 **ANTACID**—relieves sourness, gas and heartburn promptly.
- 2 **LAXATIVE**—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 **PLEASANT**—as a glass of sparkling, bubbly soda water!



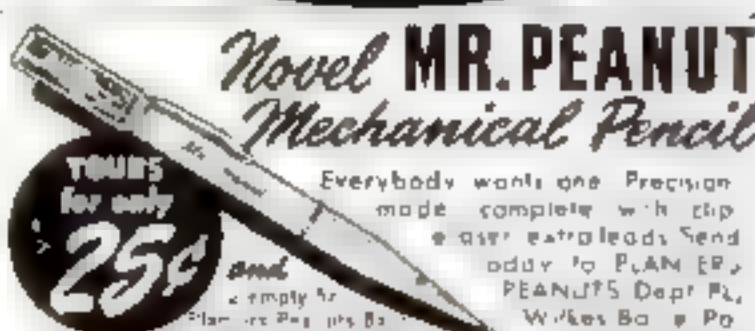
Take
Good-tasting **ENO**

A GOOD POINT TO REMEMBER!


**SAFT-HED
THUMB TACK**



GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD



CONTINUED ON PAGE 125



Do you think you should cut out Bread when you're reducing?

NOW THAT WHITE BREAD AND FLOUR ARE ENRICHED WITH VITAMINS AND FOOD IRON, MANY DIET LISTS ARE OUT-OF-DATE. READ THE FOLLOWING STATEMENT, ACCEPTED BY THE COUNCIL ON FOODS AND NUTRITION OF THE AMERICAN MEDICAL ASSOCIATION:

IF YOU'RE DIETING TO LOSE WEIGHT, remember that calories are what you want to cut, not essential vitamins and mineral nutrients. The thiamine, niacin, riboflavin and iron in enriched bread and flour help you keep fit while you're reducing.

Remember these flags... what they say

Whether you are trying to reduce safely or trying to feed your family well and economically, this new knowledge can help you.

Besides food energy, there are five other nutrients in modern enriched bread and all the delicious foods made from enriched flour. From no other source can you get these nutrients so inexpensively and so temptingly, day after day. Buy *enriched* bread and other baked foods; use *enriched* flour always ... for 6-way nourishment!

WHEAT FLOUR INSTITUTE

Copr. 1950. by Wheat Flour Institute, 209 W. Jackson Blvd., Chicago 6, Illinois



The nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association

PROTEIN

Helps build and maintain healthy body tissues

THIAMINE

(Vitamin B₁) For healthy nerves, normal appetite

NIACIN

Helps keep tissues healthy and prevent pellagra

RIBOFLAVIN

Helps body cells to function normally

IRON

Helps build the red blood needed for health

FOOD ENERGY

To maintain proper weight and vitality

You get

(6)-way nourishment in

ENRICHED BREAD and FLOUR



For Men of Distinction... LORD CALVERT

Why do Men of Distinction—characteristically men of moderation—so often choose Lord Calvert when they drink? Because, as wisdom dictates moderation, discriminating taste dictates the choice of Lord Calvert...so rare...so smooth...so mellow...so *distinctively light*. Enjoy Lord Calvert yourself...tonight.

MR. ARTHUR KNAPP, JR. — distinguished international racing sailmaker — sailed the cutter *Ranger* when it successfully defeated the American ship against Britain's "Endeavour II". He has won National and World Championships in sail classes, from small dinghies to even the big yachts.

LORD CALVERT IS A CUSTOM BLEND OF WHISKEY 86.3 PROOF 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP. NEW YORK CITY

ANNA MAGNANI CONTINUED

an empty saddle, tinted glass balls heaped under a Bechstein piano, the red velvet bed Rossellini gave her, bisque figurines illustrating the Nativity and an immense surrealist painting of Magnaniana which includes a telegram from Bernard Shaw granting her permission to attempt *Pygmalion* in *romanesco*.

To Magnani the success or failure of *Volcano* means more than professional prestige. Her woman's pride is at stake. For *Volcano* was produced in circumstances deliberately calculated to invite comparison with the Rossellini-Bergman film, *Stromboli*, a strategy originally inspired by a befuddled chambermaid in the New York hotel where Producer Caramelli was stopping last winter. "Shame on Ingrid Bergman," he heard her mutter over a gossip column, "stealing that poor Mrs. Magnani's husband!" Taking her sentiments to be those of the American masses, and shrewdly appraising the publicity assets of a glamorous international triangle, Caramelli launched what amounted to a counterproduction.

The two films are similar in locale. The harsh, sparsely populated Aeolian Islands of Vulcano and Stromboli lie north of Sicily, within 12 miles of each other. They have no electricity, no running water and little food or shelter. Every piece of equipment had to be shipped from the mainland aboard fishing smacks. Bergman plays a coniving DP who marries a Strombolian fisherman and has trouble adjusting herself to the rigors of island life. Magnani plays a prostitute who saves her younger sister from pursuing the same profession. Most of the minor characters are played, neorealist fashion, by the natives.

The shooting of both films proceeded simultaneously and, to Caramelli's satisfaction, in an atmosphere crackling with rivalry. Reporters were accredited, like war correspondents, to one or the other of the embattled camps. Generalissimo Rossellini and Dieterle issued weekly communiqués. Partisanship infected the Via Veneto, where Magnaniacs and Bergmaniacs clashed frequently.

Despite their estrangement Magnani still considers Rossellini the greatest director she ever acted for. He still speaks of her as the greatest actress he ever directed, and he recently sent word to her that he would like to produce a picture starring both her and Bergman. Magnani snarled back, "I'll do it if Ingrid marries me. One of us would have to play the male role."

"Someday," she predicts, "when I can look at Roberto objectively, I may act for him again." Of further sentimental involvements, however, she says, "I am finished with men." Then she adds, "Life is unbearable without love."



CLASPING HER DOG Miria, who dislikes being photographed, Magnani sits on a couch before a surrealist mural done for her by Afro Lambertini. The mural is a montage of the important things in Magnani's life—her son, her porcelain collection, masks, wigs, shawls, her guitar and pictures of herself.

Why ZIP, ZIP, ZIP,



when **ONE-ZIP** does it!



Get a **ZIPPO**

the One-Zip Windproof Lighter!

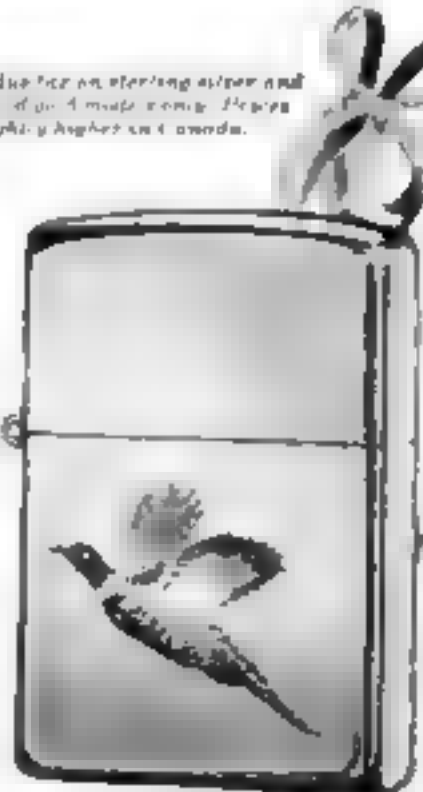


Own a Zippo. Give a Zippo. One zip and it's lit . . . even in wind or rain. See these and other Zippo Lighters at better stores everywhere . . . priced from \$3 to \$175.*

Make any lighter work better with Zippo Flints and Fluid.

Above—Brush finish chrome, \$5. Engraving \$1. Right—"Town and Country." Choice of 8 engraved, hand-painted designs on high-polish chrome . . . Pheasant, Mallard, Geese, Trout, Lily Pond, Sloop, Setter, Horse, \$7.50. Ask your dealer or write Zippo for FREE brochure showing many other models, with prices.

*Plus tax on starting zipper and go. Zipper made in U.S.A. Prices slightly higher in Canada.



GUARANTEED!

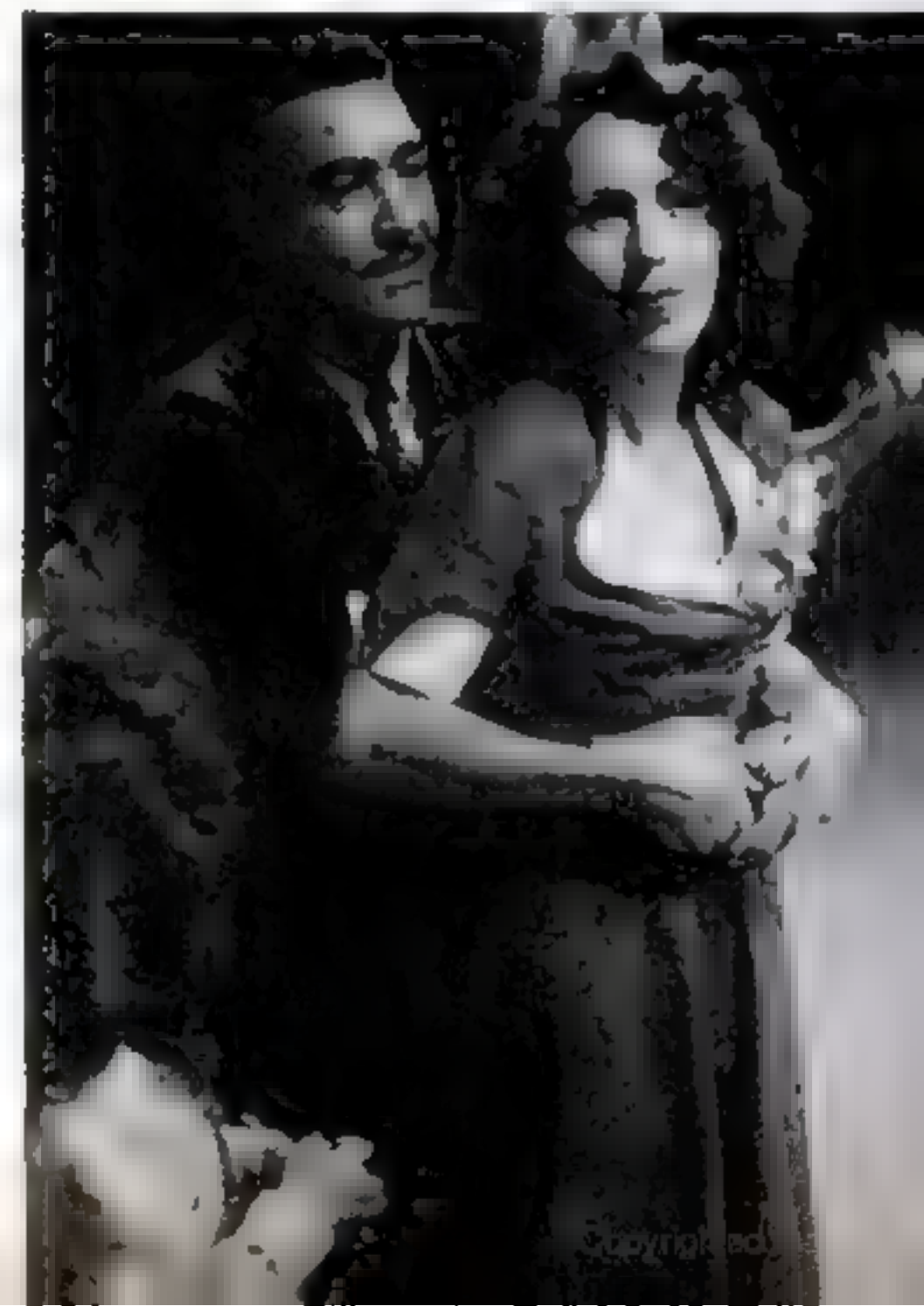
Zippo Lighters are unconditionally guaranteed . . . will never cost anyone a penny to repair.

ZIPPO MANUFACTURING
Zippo Mfg. Co.

COMPANY, BRADFORD, PA.
Canada Ltd., Niagara Falls, Ont.



WITH THE MEN ON THE OUTSIDE, THE WOMEN ON THE INSIDE, THE DANCERS JOIN IN A PAUL JONES AND





CIRCLE IN OPPOSITE DIRECTIONS ON THE BRAKE SHOP'S BIG CEMENT FLOOR



A SEARCHLIGHT OUTSIDE THE BRAKE SHOP BECKONED TOWNSFOLK TO THE PARTY

Life Goes to a Garage Hoedown

**A proud California mechanic invites the whole town
to housewarming party in his brand-new brake shop**

Late one evening Photographer Wayne Miller, while driving home from a *LIFE* assignment outside San Francisco, passed through the town of Redwood City, Calif. and spied the brilliant vertical beam of a searchlight in the sky not far off. Curious, Miller drove toward the light and came to a brand-new garage, where he found a party in full swing. Miller took his camera, went in to join the party and began photographing. It turned out that the garage's owner, Art Hamilton, was so proud of his spanking new cement-block brake shop that he had invited everyone in town to its opening and had spent about \$200 on soda pop and a local square-dance orchestra to make it a really gala affair. He called his square-dance party a "hoedown." "When I was a kid in Iowa, that's what we used to call 'em," he explained. More than 2,000 of his Redwood City neighbors showed up to dance, guzzle pop, gossip, flirt or just sit around watching the goings on. Miller kept on taking pictures through it all to produce a pleasant pictorial document of some Americans having a not-very-fancy good time.



CONTINUED ON
NEXT PAGE 127



...Rislone guarantees it!



• FOR YOUR FAMILY CAR



• FOR FARM ENGINES



• FOR TRUCK AND BUS ENGINES



• FOR MARINE ENGINES

A quart in your oil dissolves motor gum and sludge for feelable improvement in just 10 miles.

It's a great feeling to find fresh new power purring in your car. That's Rislone's "motor magic" — the magic that works wonders in cars of any age.

Rislone absorbs gum and sludge, prevents new deposits. Valves are kept free and clean — full compression restored. That's how Rislone keeps your motor at peak performance as you drive . . . for quick, easy starting in all weather and smooth, surging power at all speeds.

Rislone is a full-time lubricant. Keep it in your car *all the time* for added driving pleasure, less engine wear, and lower repair bills. Try Rislone today — prove it to yourself!

MONEY-BACK GUARANTEE

Put a quart of Rislone in your oil (2 quarts for larger cars). If you can't feel quieter, new power, new "get up and go" in 10 miles — drive back to your dealer for a full refund.

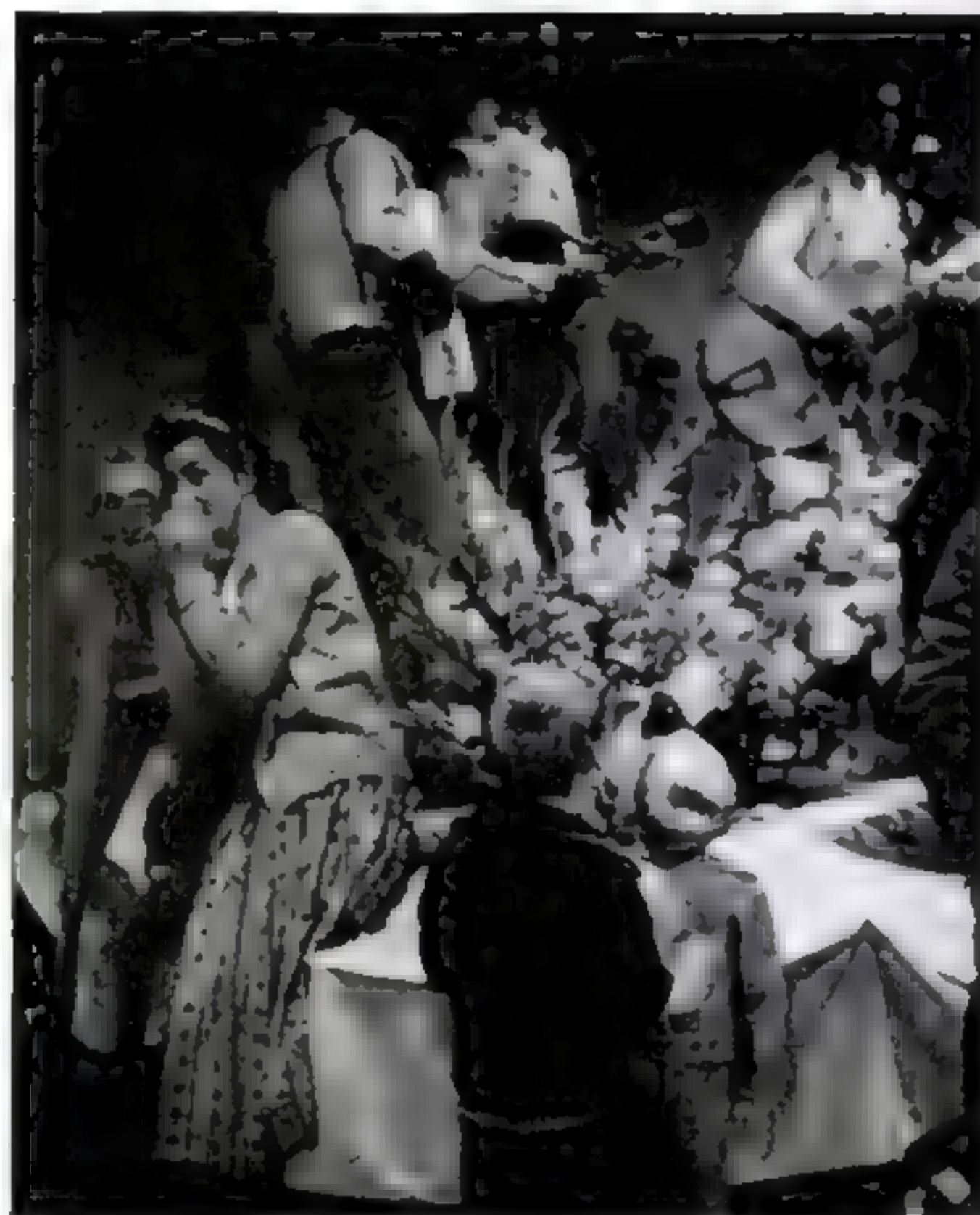
THE SHALER COMPANY

WAUPUN, WISCONSIN AND TORONTO, CANADA



When in need of Tube Repairs, look for this sign and let a man "who knows how" repair them with Genuine Shaler Hot Patches — the safest tube repair known.

Hoedown CONTINUED



TWO SMALL FRY GAZE UP AT THE FANCILY DRESSED, DANCE ORCHESTRA



A TINY CELEBRATOR GETS CONFUSED AND FRIGHTENED SO HIS MOTHER



SOME YOUNGER CITIZENS START A SQUARE-DANCE SET OF THEIR OWN



AND SMALL COMPANION RUN OVER TO SEE IF THEY CAN REASSURE HIM

Make your meals

Easier, Quicker

with this amazing food mixer



- mixes
- mashes
- creams
- whips
- beats

No other mixer is so handy, so powerful, and so easy to use for every food mixing job.

Whether it's mixing a heavy cake batter, beating one egg in a cup, or mashing potatoes on the stove, your Osterett is ready at hand and unsurpassed for any mixing job. No special bowls, no large work or storage space needed. More power per pound than any other mixer. Detachable, stainless steel beaters. Keep in cutlery drawer or on its own handy wall bracket.



OTHER USEFUL AND UNUSUAL ELECTRIC HOME APPLIANCES BY OSTER

Variety for Everyday Meals
Cuts Food Bills, Too

\$34.95 (with chrome base, \$39.50)

Revolutionizes meal making. Liquefies raw vegetables, purees food for baby, blends drinks, grinds coffee, whips, chops, beats, grinds, mixes.



Osterizer



Oster Airstat

The Only Hair Dryer
With Jet Design \$14.95

Blows hot or cold air at flip of a fingertip control switch. Hold it or stand on table, hits to convenient angles.

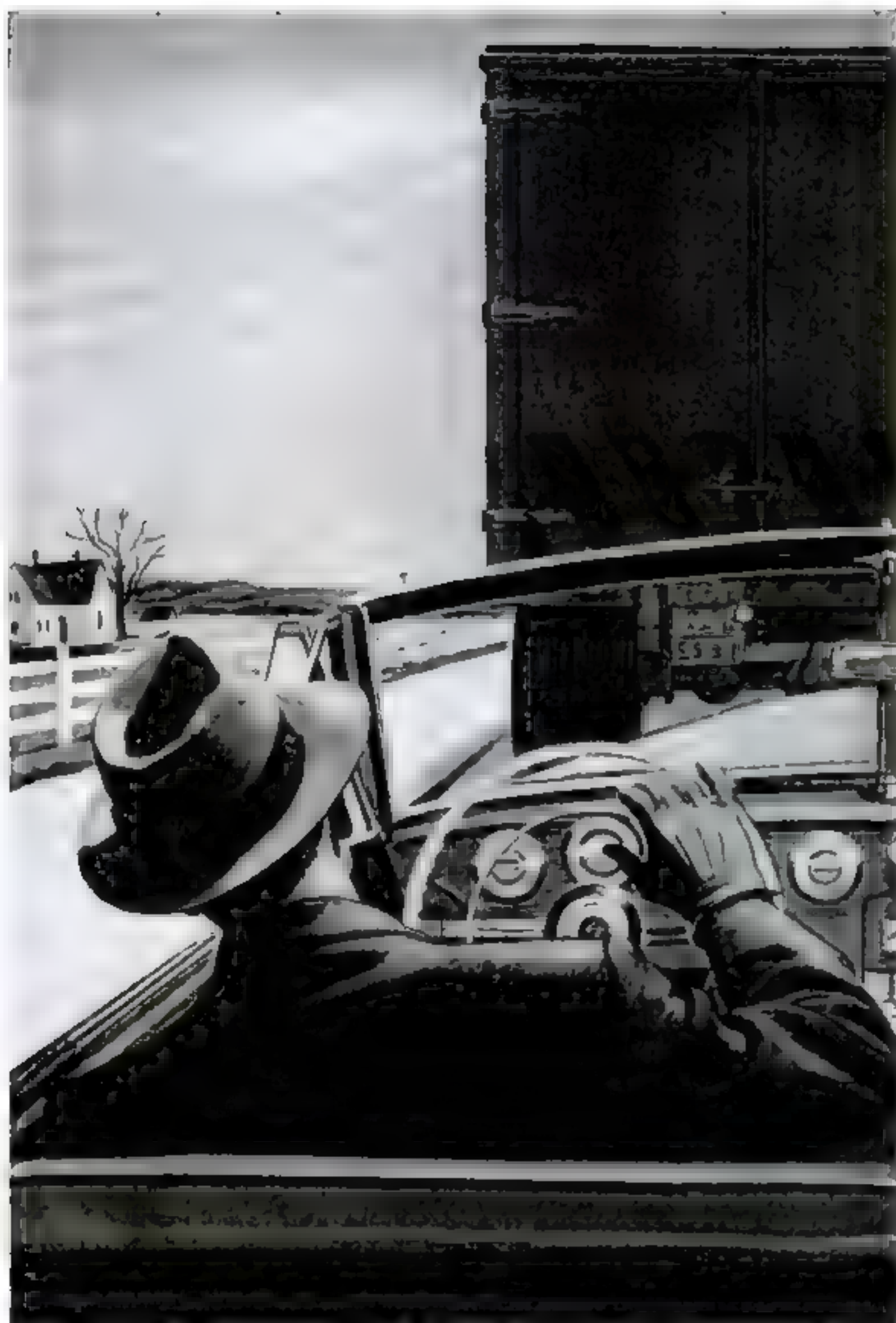


Oster STIM-U-LAX Junior
World's Finest Massage Instrument \$24.50

Only OSTER'S exclusive Suspended Motor Action delivers rotating-patting movements of Swedish-type massage to the fingertips.

SEE OSTER APPLIANCES DEMONSTRATED AT YOUR FAVORITE APPLIANCE OR DEPARTMENT STORE

JOHN OSTER MANUFACTURING COMPANY • RACINE, WISCONSIN



Does this look familiar?

Next time this happens to you, here's something you might think about:

We have railroads to carry freight — all sorts of freight in any quantity, for anybody, to any part of the country, in any season of the year.

These railroads are built for heavy-duty hauling — more so than ever after the four billion dollars they have spent for improvement since the end of the war.

And the more freight railroads are called upon to carry, the more efficiently and economically they can do the job — and at the same time your public highways will be less expensive to maintain, safer and more convenient to use.

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON 6, D. C.

Listen to **THE RAILROAD HOUR** every Monday evening on NBC.

MISCELLANY



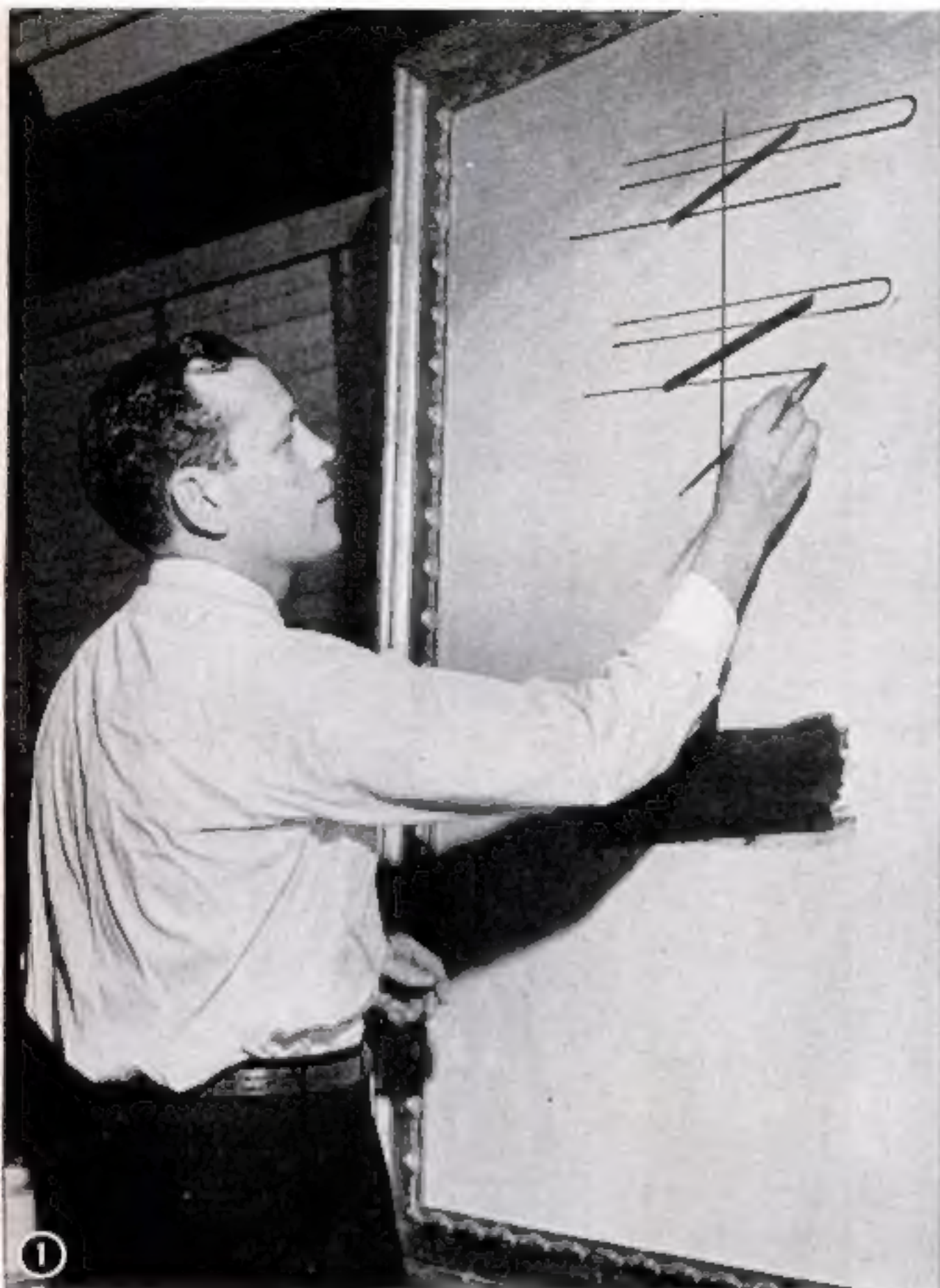
JOINT PAINTING IS A JUMBLE OF BRICKS, STAIRS AND LOCOMOTIVES

TEN MEN PAINT PICTURE

Illustrators pool \$500,000 worth of talent



PETER HELCK, INDUSTRIAL ILLUSTRATOR, ADDS ONRUSHING LOCOMOTIVE



STEVAN DOHANOS STARTS OFF THE PAINTING WITH TELEVISION ANTENNA

Ten of the country's most highly paid magazine artists, whose combined annual earnings total about \$500,000, have pooled their talents to form a correspondence school, the Institute of Commercial Art. Recently they pooled their talents again—to paint a picture in celebration of the school. Individually the styles of these men are recognizable to a large and faithful public. Combined, they merge into the abstract hybrid at upper left that would dismay even their most loyal followers.



ROBERT FAWCETT INSERTS A RED BRICK STATION NEXT TO LOCOMOTIVE

CONTINUED ON NEXT PAGE

What makes this knife so good?

The blade's made of a new and unusual kind of cutlery steel—"Ekco-Temp" forged stainless with toughening "vanadium" added. Then, the "hi-arc" hollow ground edge is "micro-honed." Only the leader—Ekco Flint—could promise such long lasting sharpness—and the right knife for every need. Dollar for dollar the finest knives made.

Shown is the French Cook's knife with imported rosewood handle, \$2.50. Other Ekco Flint knives from 60c. Holdster set illustrated—6 essential knives in hang-up hardwood block—\$16.95. Other Flint sets from \$3.50. At all better stores.

EKCO PRODUCTS COMPANY, CHICAGO 39, ILL.

EKCO
FLINT
Stainless Vanadium
CUTLERY



This shows how
Flint Knives are
"Hi-Arc" hollow
ground to razor
sharpness.

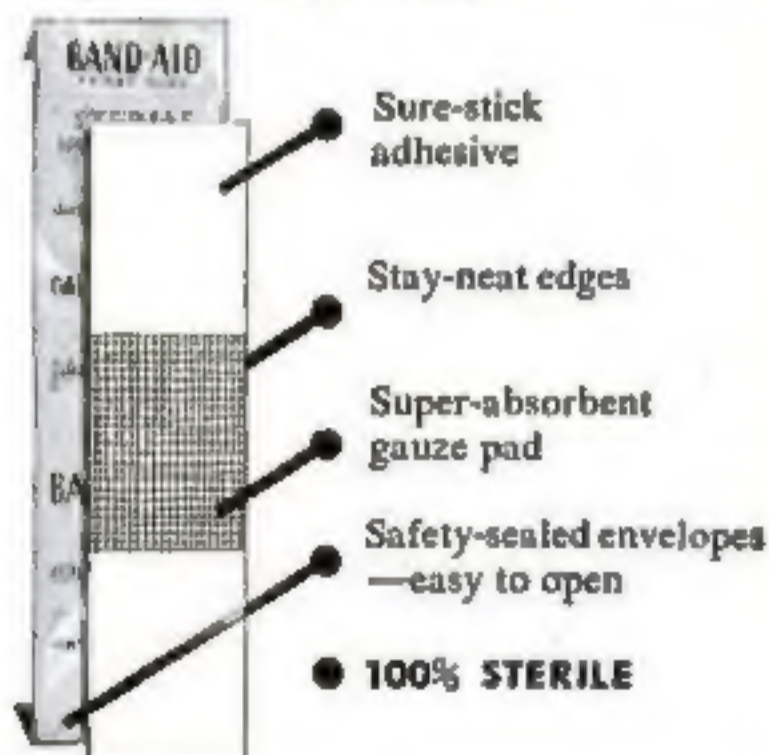


Never neglect a knee cut



The tiniest injury can become infected. Never take a chance!

Always use BAND-AID®... the only adhesive bandage that gives you all this protection:



Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID—the brand that is 6 to 1 choice in doctors' recommendations.

Always look for the name on the box



*BAND-AID MEANS MADE BY

Johnson & Johnson

Ten Painters CONTINUED



NORMAN ROCKWELL hangs flannel underwear on television antenna.



JOHN ATHERTON fills left side of canvas by extending wall of station.



ALBERT DORNE finishes a street lamp after adding stairs to the station.



BEN STAHL goes off on a new tangent, paints stunting trapeze artists.



HAROLD VON SCHMIDT, Western scene painter, puts in horse's rear.



JON WHITCOMB, who paints pretty women, adds Lydia Pinkham sign.



FRED LUDEKENS pays no heed to what the other contributors have done, turns painting on its side and then quickly transforms it into an abstraction.

Oh, my aching back!

and for that stiff, tired arm, hip and leg

• Next time you're plagued with stiff, lame muscles after overdoing—rub on Absorbine Jr. and clock how fast the pain eases!

It cools and soothes, counters the irritation that causes the pain with a grand muscle-relaxing effect!

Get Absorbine Jr. wherever drugs are sold. \$1.25 a bottle. Introductory Size bottle 15¢.

W. F. Young, Inc. Springfield, Mass.



Absorbine Jr.



Get Relief **QUICKER**

From Your Cough Due to a Cold

FOLEY'S Honey & Tar Cough Compound



QUICK...NEAT...SECURE
Three sizes, 12 colors. For snapshots, cards and other keepsakes. **NU-ACE** MOUNTING CORNERS
ACE ART COMPANY READING, MASS.

FIRST AID for COLD discomforts



To lessen their discomforts, The great men of today Take **Alka-Seltzer** for RELIEF Until COLDS go away.

Use it also for FAST RELIEF of Headaches - Acid Indigestion Muscular Aches and Pains

Alka-Seltzer
All drugstores, U. S. and Canada



YES, THERE'S PURITY, BODY, AND FLAVOR IN EVERY GLASS...



...AMERICA'S LARGEST SELLING ALE...

PURITY, BODY, AND

FLAVOR IN EVERY GLASS...



AMERICA'S LARGEST SELLING ALE...



NOTED THROAT SPECIALISTS REPORT on 30-Day Test of Camel smokers . . .

Not one single case of throat irritation *due to smoking* **CAMELS!**

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.



E. J. Reynolds Tobacco Co., Winston-Salem, N. C.

IT'S FUN! Smoke Camels—and only Camels—for 30 days. Compare them in your "T-Zone" (T for taste, T for throat). Let your throat tell you about Camel's cool mildness. Let your taste tell you about Camel's wonderful flavor.

Meet Miss RITA TENNANT, secretary, who recently made the 30-Day Test of Camel MILDNESS under the observation of a noted throat specialist.



ALTHOUGH SHE'S SMOKED many brands, Rita changes to Camels for her 30-Day Test. Like the other smokers in the nationwide test, her throat is examined every week by a specialist.



AW! SATURDAY—OFFICE CLOSED! Off to the tennis courts for Rita! She calls time-out for a Camel and confides: "I am really delighted to be making the test. Every Camel tastes so good!"



30TH DAY...FINAL EXAMINATION! Her doctor reports no sign of throat irritation due to smoking Camels! Rita, herself, remarks: "And smoking is really so much fun with Camels!"

YES, MY DOCTOR'S REPORT JUST PROVED WHAT MY OWN THROAT TOLD ME ABOUT CAMELS—THEY'RE SO MILD! AND THEY TASTE SO GOOD!

Rita Tennant



Start your own 30-Day Camel MILDNESS Test Today!